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NEWSPAPER WRITING AND EDITING

BY

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PREFACE

WHEN the first edition of this book was published, ten years ago, it was one of the first attempts to provide a textbook in what was then a comparatively new field of academic instruction. In only a few universities had schools or departments of journalism been established, and methods of teaching newspaper writing and editing were still in the experimental stage. Even the desirability of textbooks in journalism was questioned. Now instruction in journalism is offered in nearly two hundred colleges and universities, methods of teaching are fairly well standardized, and textbooks in journalistic technique are used in all but one or two of the schools and departments of journalism.

In revising the book, the author has undertaken to bring it up to date by substituting new illustrative material in many instances, and by calling attention to various changes in newspaper editing and publishing that have taken place in the last decade. Throughout the discussion of journalistic technique, effort has been made to point out the possible effects on readers of various kinds of news stories, headlines, and forms of make-up. Greater emphasis has also been given to the importance of accuracy in every detail of newspaper making. The general plan and method of the original book have not been changed in essential particulars.

This book is designed both for use in college classes in journalism and for study by other persons interested in newspaper work. The needs of these two groups are not essentially different. Both desire to know the basic principles of newspaper writing and editing and to get the

necessary training in the application of these fundamental principles to their own work. In many of the chapters, therefore, explanation and exemplification are supplemented by material for practice work.

As this book is intended to prepare students for the kind of work that they are likely to do during the first years of their newspaper experience, it does not consider editorial writing, book-reviewing, or musical and dramatic criticism.

To formulate a large number of rules for newspaper writing and editing is plainly impossible, even if it were desirable. Methods of editing and publishing during the last half-century have undergone so constant and rapid a readjustment to new conditions that only a few traditions have remained unchanged. Instead of attempting to formulate dogmatic rules and directions, the author has sought to analyze current methods of newspaper work with the purpose of showing the reasons for them and the causes that have produced them. The examples selected to illustrate these methods have been taken from newspapers in all parts of the country and are intended to represent the general practices now prevailing. For obvious reasons names and addresses in most examples have been changed. To retain the newspaper form, most of the material has been printed between rules in column width.

It has been assumed throughout this book that the student of journalism is familiar with the elementary principles of grammar and rhetoric and has had sufficient training in composition to be able to express ideas in simple, correct English. Faults in such rudimentary matters as spelling, grammar, punctuation, and capitalization are not considered at all. No attention is given to diction or questions of good usage. All these matters are fully treated in numerous books on English composition.

The function of the newspaper has been discussed at

considerable length, in order to call the student's attention to the importance of the newspaper as an influence in democratic government, and to point out the significance of the work of the newspaper writer and editor in relation to society. The problems of newspaper making have been analyzed in an effort to show the fundamental issues involved. The purpose has been, not to try to settle these questions dogmatically, but to stimulate students of journalism to think for themselves.

The author is indebted to the many newspapers throughout the country from which examples have been taken and to which credit has been given whenever the stories thus reproduced have been important or distinctive in character. Acknowledgment is due to the editors of *Collier's Weekly* and *The Independent*, as well as to the Bell Syndicate, New York, and to the general manager of the Associated Press, for their courtesy in permitting the reprinting of material belonging to them. The facsimile newspaper headlines, reproduced to represent styles used in newspapers throughout the country, were made possible through the courtesy of the Mergenthaler Linotype Company of New York.

For suggestion as to the revision of the book, the author is indebted to his colleagues, Professors Grant M. Hyde and E. Marion Johnson, of the Department of Journalism, University of Wisconsin; to Dean Eric W. Allen, of the School of Journalism, University of Oregon; and to Professor Norman J. Radder, of the Department of Journalism, Indiana University. In every detail of both the first and the revised editions, the author has had the advantage of the constant assistance of his wife, Alice Haskell Bleyer, to whom no small share of credit is due.

UNIVERSITY OF WISCONSIN

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NEWSPAPER WRITING AND EDITING

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CHAPTER I

HOW A NEWSPAPER IS MADE

What Newspapers Contain. Although almost every one in this country reads newspapers, few of us stop to think about the newspapers that we read. Our papers are so cheap, we read them so rapidly, and we throw them away so soon that we do not realize how large and varied an amount of reading matter they contain or how much work is required to produce them. If, however, we count the number of words in one column of the average newspaper and then multiply the result by the number of columns on one page, we find that a page contains from 8000 to 9000 words. If, again, we multiply the number of words on a page by the total number of pages, deducting the space devoted to advertisements, which usually constitute one half of the contents, we find that the average 24-page paper contains from 75,000 to 100,000 words of reading matter, exclusive of advertising.

Thus a single issue of a daily newspaper published in a large city contains as many words as does a novel. The novelist spends months or years in writing a single book, and his publishers require several months to print it. But every issue of a newspaper is written, edited, printed, and distributed in from one to ten editions in less than twenty-four hours. Newspapers in large cities print from 75,000 to 750,000 copies every day, numbers far in excess of the

editions of most successful novels. Although novels cost from \$1.50 to \$2.00, a newspaper can be bought for from one to five cents.

A great variety of reading matter as well as a large amount of it is to be found in a typical daily paper. Almost everything is there, from news of minor local accidents and crimes to a humorous "colyum," from reports of an international conference in Europe to a "comic strip," from editorial discussion of the tariff to the formula of a lotion for chapped hands, from New York stock exchange quotations to a short story or a chapter of a novel, from dramatic criticism and book reviews to cooking recipes and pictures of the latest Paris fashions. In addition, fully half of the paper is given over to advertisements of everything that readers may need from toothpaste to an automobile and from a situation to a fur coat. No other publication contains such a variety of material.

Classification of the Contents. Varied as are the contents of the average daily newspaper, they may be grouped in nine classes: (1) news "stories"; (2) editorials; (3) special feature articles; (4) dramatic and musical criticisms and book reviews; (5) practical advice and useful information; (6) humorous matter; (7) fiction; (8) illustrations; (9) advertisements. Since newspaper headlines are a distinctly journalistic device, they might be considered as constituting a separate class of the contents.

News stories deal with current events, local, state, sectional, national, and international, of interest and significance to the average reader. News is generally presented in an impersonal, impartial manner, the only notable exceptions being signed stories in which the reporter or correspondent interprets or comments on the events with which he is dealing.

Editorials interpret news and current issues, or discuss matters of general interest, particularly with the purpose

of convincing the reader of the truth or falsity of some proposition and of persuading him to act in accordance with the convictions thus created.

Special feature articles are more or less detailed presentations of facts in an interesting form for the purpose of informing or entertaining the reader. They may deal with recent news that warrants elaboration, with timely and seasonal topics not directly connected with current events, or with any subjects of general interest regardless of their lack of timeliness. These special articles, frequently illustrated with reproductions of photographs, are to be found in the magazine sections of Saturday or Sunday editions, or on the editorial or the magazine pages of daily issues.

Newspaper criticism of dramatic performances, moving pictures, musical events, and new books is concerned primarily either with giving information about these productions or with passing critical judgment on them.

Practical advice and useful information generally appear in special departments, such as those devoted to fashions, cooking and household management, etiquette, personal hygiene, health, gardening, and investments.

Newspaper humor takes the form of so-called "editorial paragraphs" of a pointed sentence or two, of a "column" of various kinds of contributions by readers and by the "column conductor," and of jokes, verse, and short sketches on the editorial and magazine pages.

Fiction consists of short stories and novels written especially for newspaper publication or republished in newspapers after they have proved popular in book form. Some papers print stories and a chapter or two of a serial every day, while others use fiction only in Saturday or Sunday magazine sections.

Newspaper illustrations, or "cuts," as they are called, are either half-tone reproductions of photographs of

persons, places, or events that figure in the day's news, or reproductions of line drawings such as cartoons and comic strips. Both because pictures are attractive and because they convey ideas more quickly than does the printed word, illustrations are extensively used in most newspapers.

Newspaper advertising is divided into classified advertisements of the "want ad" type and display advertisements. On the basis of its source it is divided into local advertising and national, often called "foreign" in distinction from local advertising. To the extent that advertisements are concerned with special sales, the arrival of new goods, new fashions, situations and help wanted, lost and found articles, and business opportunities generally, they may be regarded as a kind of news, even though the form in which they are presented is entirely different from that of the news story. Illustrations add to the attractiveness and clearness of advertisements as they do to news and other features of newspapers.

Headlines, or "heads," as they are called, not only attract attention to the reading matter to which they are attached, but by summarizing this matter are a great aid to rapid reading. Attractive front-page heads, by catching the eye, serve as advertisements of the news and are believed to increase street sales of the newspaper.

Newspaper Production. When we realize how much reading matter of many different kinds we get in every issue of an average daily paper, we may well wonder how it can all be written, edited, printed, and distributed in a few hours and how it can be sold for a few cents. To collect news by cable and telegraph from every corner of the globe where important events have occurred, to gather and write local news, to edit and write headlines for all this news, to prepare editorial comments, to provide cartoons and other illustrations, as well as to com-

pile recipes, fashion notes, and various other kinds of useful and entertaining reading matter, is alone a stupendous task. To put hundreds of thousands of words of reading matter and advertisements in type, to print thousands of copies, and to distribute them rapidly over the city and surrounding country, is an equally great undertaking. Yet all of these things are being done day by day in every city of any size in this country.

The successful achievement of such an undertaking requires extensive equipment and effective organization. The rapid production of a large edition demands many type-casting machines to transform written matter quickly into type and huge presses to print papers at the highest speed. It necessitates a large staff of reporters, correspondents, and editors to gather and prepare news and other reading matter for publication, a department to handle all of the advertisements, a large force to put all this material into type and to print it, a circulation department to distribute the papers after they are printed, and a business staff to carry on all of the many transactions involved in so big an enterprise.

Newspaper Organization. Although in its main divisions the organization of newspaper publishing is essentially the same, the size of a paper determines to a considerable extent the number of employees and the degree of division of labor among them, as well as the character and the extent of the equipment. On large papers where many men are employed, there needs must be considerable specialization in editing and reporting; while on small papers the size of the staff requires that each man perform a variety of tasks. Sometimes conditions of ownership or control, and on older papers office traditions, modify the usual duties and authority of different members of the staff.

No one form of organization that can be described in detail, therefore, will apply to all newspaper offices even

when they are of the same relative size, but a composite type of organization for large newspapers may be explained to show the division of work.

Newspaper publishing consists of three distinct parts with three entirely different classes of workers: (1) the business management, (2) the mechanical force, (3) the editorial staff.

The Business Management. The business organization has charge of the commercial side of newspaper publishing. From the financial point of view the purpose of the newspaper is to make enough money to maintain the paper and to pay dividends to the stockholders. The object of the business department is to sell as much advertising space and as many copies of each issue as it possibly can; and, on the other hand, to pay out for wages and expenses only so much as is necessary to keep the paper up to a standard that will insure a good circulation and enough advertising. In short, a newspaper company, regarded purely in the light of a business enterprise, is not essentially different from any manufacturing company that produces and sells a commodity.

The business department is directed by the business manager, or publisher, as he is often called, who has complete control of the finances and business management of the paper, subject, of course, to the owner or board of directors of the company. The business department consists of three divisions: (1) the advertising department headed by the advertising manager; (2) the circulation department under the circulation manager; and (3) the accounting department with the cashier, the auditor, and other members of the general business staff. The business office of a newspaper is frequently referred to as "the counting room."

In the advertising department there is often a separate division to handle the classified advertisements. in charge

of a manager, assisted by solicitors and clerks. Local advertising is secured through solicitors employed by the paper, while national, or "foreign," advertising contracts are obtained by the special representatives of the paper in New York, Chicago, and other large centers, or come to the paper directly from advertising agencies. Some large papers have a special division of the advertising department to investigate and report on merchandising conditions in the city and the surrounding territory in which the paper circulates, as an aid to advertising agencies and advertising managers of companies planning advertising campaigns. The advertising department also employs clerks to handle advertising telephoned or brought to the office and book-keepers to keep the necessary records.

The circulation department takes charge of the distribution of papers, not only by carriers, newsboys, and news dealers, but also by mail. In small cities papers have their own carrier-boys, but in large cities the distribution is handled by news dealers. In the mailing room copies of the paper are addressed and wrapped, singly or in bundles, ready to be taken in mail bags or packages by motor trucks to the post-office or directly to the trains. Local distribution to news-stands, dealers, and newsboys is also effected rapidly by motor trucks. The promotion division of the circulation department undertakes to increase the circulation by means of subscription canvassers, contests, advertising, and other devices.

The Mechanical Force. The mechanical side of newspaper making is divided into four distinct departments: (1) the composing room, where under the direction of a foreman and a copy-cutter the type is set by hand by compositors or is cast in linotype or monotype machines by operators, and where the type is arranged by make-up men in pages as it is to appear in print; (2) the stereotyping room, where paper molds, or "mats," are made of these

pages, or "forms," of type, and where circular lead plates are cast in these molds by stereotypers, under the direction of the foreman of the room; (3) the press-room, where papers are printed, in charge of a superintendent with pressmen and assistants; (4) the photo-engraving department, where half-tone illustrations and zinc etchings, both called "cuts" in newspaper parlance, are made by photo-engravers. Attached to the composing room is the proof-reading department manned by a head proof-reader and several assistant proof-readers, who compare the proof-sheets with the original copy and make the necessary corrections on the "galley proofs." These corrected proofs are returned to the compositors and the linotype operators, who correct the errors made in setting up the copy in type.

The News and Editorial Staffs. The writing and the editing of a newspaper are organized into two distinct departments: (1) the news staff, with the managing editor in control; and (2) the editorial writers, with the editor-in-chief at their head. Although these two departments involve different kinds of work and are relatively independent in the organization of the paper, they are often grouped together under the term "editorial department," in contrast to the business and mechanical departments. The offices that they occupy are generally known as the "editorial rooms."

The editor-in-chief, often called simply the editor, under whom are one or more editorial writers, has charge of the editorial columns and determines the "editorial policy," subject to whatever control of this policy the owners or board of directors desire to exercise. The editor and the editorial writers hold a daily conference to consider the attitude that the paper shall take editorially on questions arising from day to day, and to divide the work of writing the editorials. Editorials are not infrequently

written by other members of the staff who are well informed on certain subjects on which editorials are desired, such as the financial editor or the dramatic critic. Occasionally editorials are contributed by men in other professions who are not regular members of the staff. Most of the editorials, however, are the work of the editor and the editorial writers.

The news staff, including all writers and editors except the editor-in-chief and the editorial writers, is headed by the managing editor, who is therefore the chief executive of the paper. He is usually responsible directly to the owner or the board of directors. As aids the managing editor has the assistant managing editor and, on evening papers the news editor, on morning papers the night editor, to take charge of "making up," or arranging the contents of the newspaper. The city editor, aided by the night city editor and the assistant city editor, directs the gathering and the writing of local news by the staff of reporters, who "cover" the city and its suburbs. The telegraph editor, with an assistant telegraph editor, has charge of the news of the state, the nation, and the world, as it comes by mail, telegraph, and telephone, from the paper's own correspondents or from the press associations like the Associated Press and the United Press. State correspondents and the news that they furnish, on some papers, are handled by the state editor. Foreign news, on large papers, is in charge of the cable editor.

Particular kinds of news are collected and edited by persons in especially designated positions, such as the sporting editor, the society editor, the financial and market editor, the literary editor, the editor of the woman's department, the dramatic and musical critics, all of whom are usually responsible directly to the managing editor. The Sunday, or magazine, editor has charge of the Sunday or Saturday magazine sections, and has an assistant editor

and special writers under him. The exchange editor goes over the newspapers and magazines received in exchange to clip and edit material worth reprinting.

The art department, comprising cartoonists, artists, and photographers, supplies material for the various kinds of newspaper illustrations used in daily and Sunday editions.

The library, in which are the librarian and his assistants, consists of reference books, current numbers of American and foreign periodicals, bound newspaper files, and a collection of clippings, photographs, and similar material, known as the "morgue."

All of the manuscript, or "copy," as it is called, is edited and supplied with headlines at the copy-desk in charge of a head copy-reader, assisted by a number of copy-readers. Some papers have two copy-desks, one for local copy and another for telegraph copy. The copy-desk is semicircular in form, and the head copy-reader sits in the "slot," or inside of the desk, while the copy-readers occupy places around the outside, or "rim."

"Rewrite men," as their name implies, rewrite material taken from other newspapers or received from local news associations. They also take material over the telephone from reporters and correspondents and write it up for publication. They may be called upon to rewrite unsatisfactory work turned in by a reporter. In general their work consists of taking the raw material of the news furnished by others and turning it into well written news stories.

Getting News into Print. The relation of all these departments to one another is best shown by following through the process by which a piece of news gets into print. The telegraph editor on a newspaper in the capital city of the state, for example, gets from an office telegraph operator a typewritten dispatch signed by the paper's correspondent in a city of a neighboring state to the effect

that the attorney-general has dropped dead in the lobby of a hotel. The telegraph editor at once notifies the city editor so that he may assign reporters to get the local phases of the piece of news, or "to cover the local end of the story," as the newspaper workers say. One reporter is sent to interview the members of the late attorney-general's family; another is dispatched to the governor's office for an interview with the governor on the deceased official; a third is asked to look up the statute concerning such an unexpected vacancy in the office; a fourth is assigned to find out the probable successor to the position.

After informing the city editor and the managing editor of the attorney-general's death, the telegraph editor at once turns over the dispatch to the head copy-reader to have it edited and to have a headline written. Meanwhile one of the rewrite men is delegated to get a biographical sketch of the attorney-general from the office "morgue" and to write an obituary. The librarian looks up the half-tone engraving, or "cut," of the official in the "morgue" or gets out a photograph to be sent to the photo-engraving department so that a new "cut" may be made. The editor-in-chief is informed of the attorney-general's death in order that he may make appropriate editorial comment. Meanwhile the telegraph editor has sent a telegram to the correspondent who furnished the first news of the event instructing him to "wire" five hundred words more giving all the particulars.

When the dispatch has been edited and a headline written by one of the copy-readers, the latter returns it to the head copy-reader, who glances over it and sends it in a pneumatic tube to the composing room. The tube delivers it at the copy-cutter's desk. The copy-cutter glances at the sheet with the headline for the story, and then at the two pages of copy. The headline he sends by the copy distributor to the headline linotype machine to be set

up. The two pages of copy he cuts into three pieces, or "takes," so that the story may be set up on three different linotype machines. If the copy of the whole story were given to one machine operator, it would take three times as long to get it into type.

Meanwhile some of the reporters have returned from their assignments. Each one reports what he has found to the city editor, and is told how long a story to write, and possibly what to emphasize in the beginning, or "lead." As each story is finished, it is turned over to the city editor, who glances over it and passes it on to the head copy-reader. Thence it goes through the same course as the first dispatch.

After the copy of the dispatch has been set up in type, it is taken to a small hand press, and several impressions called "galley proofs," or "proofs," are printed, or "pulled," from the type. One of the proofs, with the original copy, goes to the proof-room to be compared with the copy and carefully corrected by the proof-readers. Another proof-sheet is sent to the managing editor, who is responsible for everything that goes into the paper; a third proof is delivered to the news editor who arranges, or "makes up," the news stories on each page of the paper before it is printed. After the proof-readers have corrected the proof, and the editors have made any necessary changes in it, the proof-sheets are returned to the operators so that they may make the necessary alterations by re-setting whatever is changed. From the type thus corrected a second set of proofs, called the "revise," is printed and these are distributed to the editors as the first were. The type is then ready to be used in the process of printing the paper.

Half an hour or more before an edition is to be printed, the news editor gathers the proofs of the news stories that are to be put into that edition, and goes to the composing

room to arrange this news on the several pages. The importance of the news of the attorney-general's death would warrant its being given a prominent place on the first page. The most prominent position is the right-hand outside column. If there is no news of greater importance, the news editor directs the "make-up" men in the composing room to put the type of this story in the outside column of the first page "form." The "form" consists of a "chase," or iron frame, somewhat larger in inside dimensions than the page as it appears when printed. Into this "chase," which rests upon a smooth iron-top table, the type is arranged between the brass or lead column rules which make the lines between the columns of type. The advertisements are placed in the forms under the direction of the advertising department just as the news matter is put in under the direction of the news editor, the page and position on the page usually having been stipulated by the advertiser in making a contract for a certain "position" for his "ad." The latest moment at which anything can be inserted in the paper before the forms are "closed" for a given edition is called the "dead-line." When each page is filled with type, the whole page is "locked" in the "form" by a series of screws or wedges (called "quoins"), so that the form may be handled without letting the type drop out. If the type falls out and gets mixed up, it is said to be "pied," and the mixture is called "pi."

The forms, after being locked, are taken to the stereotyping room where a paper mold, or matrix, commonly called a "mat," is made of each page. These matrices, bent in semicircular form, are placed in a casting box into which molten lead is poured to make the semicircular lead plates to be used in printing. In large offices the casting of these plates is done by placing the matrix in an automatic stereotyping machine, known as the autoplate,

which turns out completed plates in less than a minute. After the plates have been trimmed and planed on the back to exactly the right thickness, they are ready to be put on the press.

These semicircular lead plates, which are thus cast in exact reproduction of the page forms of type, are fastened on the cylinders of the press. As the cylinders revolve, ink rollers touch the surface of the plates and ink the projecting letters. The paper from a large roll, as it passes between the cylinders and the blanket rolls which press the paper against the inked plates on the cylinders, takes up the ink and thus has printed on it the impression of the page of type. Besides printing the pages, the press cuts, folds, and counts the papers so that the complete newspaper comes from the press ready for sale or delivery.

As soon as the newspapers are printed, they are turned over to the circulation department for distribution. Some copies go to the mailing room to be addressed and to be put into the mail sacks, in which they are taken to the post-office or the trains. Other copies are sold to waiting newsboys, and still others are taken in the company's motor trucks to news-stands and carriers all over the city.

Despite the number and variety of these details in the process of newspaper making, the news of the death of the attorney-general would reach the readers in a comparatively short time after the event occurred. In half an hour from the time the last piece of copy is written, a complete newspaper containing it is printed and ready for distribution.

Speed of Production. The invention and the perfection of various mechanical devices for transmitting news, casting type, stereotyping, and printing have made possible this great speed.

In the transmission of news, automatic printing telegraph

machines are now used to some extent to send messages by a typewriter keyboard instead of by the usual telegraph key, and to record them in printed form on an automatic receiving machine in the newspaper office, ready to be used as copy. Radio telegraphy and telephony, as well as the transmitting of pictures by wire and wireless, have increased the possibilities of greater speed.

The old method of setting and distributing type by hand has been completely superseded in daily newspaper offices by the use of the Mergenthaler linotype, an ingenious machine operated by a keyboard like that of a typewriter, which casts solid column-wide lines of type. By increasing many-fold the speed with which copy can be turned into type, it has made possible the present dailies of many pages. It is also used in setting headlines and much display advertising. The Lanston monotype machine, which casts each piece of type separately, is also used in the composition of advertisements.

For casting semicircular stereotype plates the autoplate machine is an important time-saving device. The time required for "running off" an edition is greatly reduced by making many duplicate sets of these stereotype plates rapidly on the autoplate and by putting them on a number of large presses so that these presses print the same edition simultaneously.

Improvements in newspaper-printing machinery have produced presses that take paper from large rolls and turn out completed newspapers printed in one or two colors, folded and counted, ready for distribution. They can be adjusted to print papers from four to forty-eight pages, and can produce twelve-page papers at the rate of 144,000 copies an hour. Tabloid magazine sections and "comics" are printed in four colors on large presses under practically the same conditions as those just described. Rotogravure sections of tabloid or full-page size are also printed under

similar conditions in one or more colors from etched copper cylinders instead of from stereotype plates.

In order to insert the latest news without taking the time necessary to make up new forms, prepare new matrices, and cast new stereotype plates, a device called the "fudge" is employed. After the first page form of a late edition has been used to make a matrix, about six inches of type is taken out from two columns in the lower left-hand corner or the upper right-hand corner of the page, and a new matrix and a stereotype plate are made in which this corner is a blank. This new plate with the blank space is then put on the press in place of the regular first page plate. As fast as late news is received, it is set up on linotype lines, or "slugs," and these lines are clamped on a small cylinder in the press. When the paper runs through the press, these linotype lines on the cylinder are printed, often in red ink, in the space on the front page left unprinted by the blank in the plate. Results of baseball games, races, and other sporting events can be printed to advantage by means of the "fudge."

In the mailing room machines that either print the subscriber's address on a copy, or wrap and address each copy as fast as papers are fed into them, have superseded to some extent the hand-mailer that pasted an orange-colored address label on each copy.

No other process of manufacture as complicated as newspaper making has attained equal speed of production.

Rushing Big News into Print. The rapidity with which an important piece of telegraph news received shortly before the paper is to go to press is rushed into print, supplemented with pictures, explanatory material, and other information obtained in the office and from local sources, is well illustrated by the handling of the news of the sinking of the *Titanic*, as described by an editor of a

New York morning paper.¹ The fact that this ship was the largest ocean liner at the time, that it was making its maiden voyage bound for New York, and that it had on board a large number of prominent persons made the news of unusual interest and importance. The coöperation of the different departments of the paper in this case and the way in which the organization of the staff adjusted itself quickly to deal with an unexpected occurrence of this kind, are worth careful study. The account in part follows:

At 1:20 a.m. Monday, April 15, the cable editor opened an envelope of the Associated Press that had stamped on its face "Bulletin." This is what he read:

Cape Race, N. F., Sunday night, April 14. — At 10:25 o'clock tonight the White Star Line steamship "Titanic" called "C.Q.D." to the Marconi station here, and reported having struck an iceberg. The steamer said that immediate assistance was required.

The cable editor looked at his watch. It was 1:20 and lacked just five minutes of the hour when the mail edition goes to press.

"Boy!" he called sharply.

An office boy was at his side in a moment.

"Send this upstairs; tell them the head is to come; double column, and tell the night editor to rip open two columns on the first page for a one-stick dispatch of the 'Titanic' striking an iceberg and sinking."

Every one in the office was astir in a moment and came over to see the cable editor write on a sheet of copy paper the following head [which he indicated was to be set up in this form]:

TITANIC SINKING IN MID-OCEAN; HIT GREAT ICEBERG

¹ "Telling the Tale of the 'Titanic,'" by Alex. McD. Stoddart; *The Independent*, vol. 72, pp. 946-953.

"Boy!" he called again; but it was not necessary — a boy in a newspaper office knows news the first time he sees it.

"Tell them that's the head for the 'Titanic.'"

Then he wrote briefly this telegraphic dispatch, and as he did so he said to another office boy at his side: "Tell the operator to shut off that story he is taking and get me a clear wire to Montreal."

This is what he wrote to the Montreal correspondent, probably at work at his desk in a Montreal newspaper office at that hour:

Cape Race says White Star Liner "Titanic" struck iceberg, is sinking and wants immediate assistance. Rush every line you can get. We will hold open for you until 3:30.

"Give that to the operator and find out if we caught the mail [edition] on that 'Titanic' dispatch," he said quickly to the boy.

In a moment the boy returned.

"O. K. on both," he said.

The city editor, who had just put on his coat previous to going away for the night, took it off. The night city editor, at the head of the copy-desk, where all the local copy (as a reporter's story is called) is read, and the telegraph editor stood together, joined later by the night editor, for the mail edition had left the composing room for the stereotypers and then to the pressroom and from thence to be scattered wherever on the globe newspapers find readers.

The "Titanic" staff was immediately organized, for at that hour most of the staff were still at work. The city editor took the helm.

"Get the papers for April 11 — all of them," he said to the head office boy, "and then send word to the art department to quit everything to make three cuts, which I shall send right down."

Then to the night city editor: "Get up a story of the vessel itself; some of the stuff they sent us the other day that we did not use, and I ordered it put in the envelope. Play up the mishap at the start. Get up a passenger list story and an obituary of Smith, her commander."

There was no mention of Smith in the dispatch, but city editors retain such things in their heads for immediate use, and this probably explains in a measure why they hold down their job; also having, it might be added, executive judgment, which is sometimes right.

"Assign somebody to the White Star Line and see what they've got."

The night city editor went back to the circular table where the seven or eight men who read reporters' copy were gathered.

"Get up as much as you can of the passenger list of the 'Titanic.' She is sinking off Newfoundland," he said briefly to one.

And to another: "Write me a story of the 'Titanic,' the new White Star liner, on her maiden trip, telling of her mishap with the 'New York' at the start."

And to another: "Write me a story of Captain E. J. Smith."

Then to a reporter sitting idly about: "Get your hat and coat quick; go down to the White Star Line office and telephone all you can about the 'Titanic' sinking off Newfoundland."

Then to another reporter: "Get the White Star Line on the 'phone and find out what they've got of the sinking of the 'Titanic.' Find out who is the executive head in New York; his address and telephone number."

And in another part of the room the city editor was saying to the office boy: "Get me all the 'Titanic' pictures you have and a photo or cut of Captain E. J. Smith."

Two boys instantly went to work, for the photos of men are kept separate from the photographs of inanimate things. The city editor selected three:

"Tell the art department to make a three-column cut of the 'Titanic,' a two-column of the interior, and a two-column of Smith."

In the mean time the Associated Press bulletins came in briefly.

Paragraph by paragraph the cable editor was sending the story to the composing room. What was going on upstairs every one knew. They were sidetracking everything else, and the copy-cutter in the composing room was sending out the story in "takes," as they are called, of a single paragraph to each compositor. His blue pencil marked each individual piece of copy with a letter and number, so that when the dozen or so men setting up the story had their work finished, the story might be put together consecutively.

"Tell the operator," said the cable editor again to the office boy, "to duplicate that dispatch I gave him to our Halifax man. Get his name out of the correspondents' book."

"Who wrote that story of the 'Carmania' in the Icefield?" said the night city editor to the copy-reader who "handled" the homecoming of the "Carmania," which arrived Sunday night and

the story of which was already in the mail edition of the paper before him. The copy-reader told him. He called the reporter to his desk.

"Take that story," said the night city editor, "and give us a column on it. Don't rewrite the story; add paragraphs here and there to show the vast extent of the icefield. Make it straight copy, so that nothing in that story will have to be reset. You have just thirty minutes to catch the edition. Write it in twenty."

"Get the passenger lists of the 'Olympic' and the 'Baltic,'" was the assignment given to another reporter, all alert waiting for their names to be called, every man awake at the switch.

In the mean time, the story from the Montreal man was being ticked off; on another wire Halifax was coming to life.

"Men," said the city editor, "we have just five minutes left to make the city [edition]. Jam it down tight."

Already the three cuts had been made, the telegraph editor was handling the Montreal story, his assistant the Halifax end, and the cable editor was still editing the Associated Press bulletins and writing a new head to tell the rest of the story that the additional details brought. The White Star Line man had a list of names of passengers of the "Titanic" and found that they numbered 1300, and that she carried a crew of 860.

In the mean time proofs of all the "Titanic" matter that had been set were coming to the desk of the managing editor, in charge over all, but giving special attention to the editorial matter. All his suggestions went through the city editor, and on down the line, but he himself went from desk to desk overlooking the work.

"Time's up," said the city editor; but before he finished, the cable editor cried to the boy: "Let the two-column head stand and tell them to add this head:"

At 12:27 this Morning Blurred Signals by Wireless
Told of Women Being Put off in Lifeboats — Three
Lines Rushing to Aid of 1300 Imperiled Passengers and
Crew of 860 Men.

"Did we catch it?" asked the cable editor of the boy standing at the composing-room tube.

"We did," he said triumphantly.

"One big pull for the last [edition], men," said the city editor. "We are going in at 3:20. Let's beat the town with a complete paper."

The enthusiasm was catching fire. Throughout the office it was a bedlam of noise — clicking typewriters, clicking telegraph instruments, and telephone bells ringing added to the whistle of the tubes that lead from the city room to the composing room, the pressroom, the stereotype room and the business office, the latter, happily, not in use, but throughout the office men worked; nobody shouted, no one lost his head; men were flushed, but the cool, calm, deliberate way in which the managing editor smoked his cigar helped much to relieve the tension.

"Three-fifteen, men," said the city editor, admonishingly; "every line must be up by 3:20. Five minutes more."

The city editor walked rapidly from desk to desk.

"All up," said the night city editor, "and three minutes to the good."

At the big table stood the city editor, cable editor, night city editor, and managing editor. They were looking over the completed headline that should tell the story to the world.

"That will hold 'em, I guess," said the city editor, and the head went upstairs.

The men waited about and talked and smoked. Bulletins came in, but with no important details. Going to press at 3:20 meant a wide circulation. At 4:30 the Associated Press sent "Good-night," but at that hour the presses had been running uninterruptedly for almost an hour.

SUGGESTIONS

1. Find out all that you can about the organization of the paper on which you are employed.
2. Note the names of the holders of stock, bonds, and mortgages of the paper as they are printed in the sworn statement published in the issues of the paper during the first few days of April and October each year, as required by the federal government under the newspaper publicity law of 1912.
3. Know the names, at least, of the heads of all the departments.
4. Learn as much as possible about the advertising and subscription rates and methods.
5. Visit all of the mechanical departments and familiarize yourself with the processes of newspaper making.
6. Interest yourself in the welfare of the paper as if it were your own property.

CHAPTER II

NEWS AND NEWS VALUES

Three Problems of the News. Since the primary function of the newspaper is to give readers the day's news, the problems of newspaper editing may be summarized in three questions: (1) What is news? (2) Where and how is news to be obtained? and (3) How is news to be presented most effectively? The first question involves the definition of news and the determination of its value; the second concerns the gathering of news; and the third has to do with the structure and the style of the writing of news. The first of these problems will be taken up in this chapter, and the second and third in the two succeeding chapters.

What is News? Although every good newspaper worker recognizes news at once, and almost instinctively decides upon its value, few of them find it easy to define news briefly and to give criteria for judging its value. In a symposium conducted some years ago by *Collier's Weekly*, a number of editors throughout the country undertook to define news, and the following definitions are typical of the result:

News is whatever your readers want to know about.

Anything that enough people want to read is news, provided it does not violate the canons of good taste and the laws of libel.

News is anything that happens in which people are interested.

News is anything that people will talk about; the more it will excite comment, the greater its value.

News is accurate and timely intelligence of happenings, discoveries, opinions, and matters of any sort which affect or interest the readers.

News is everything that happens, the inspiration of happenings, and the result of such happenings.

News is the essential facts concerning any happening, event, or idea that possesses human interest; that affects or has an influence on human life or happiness.

News is based on people, and is to be gauged entirely on how it interests other people.

News comprises all current activities which are of general human interest, and the best news is that which interests the most readers.

Whatever concerns public welfare, whatever interests or instructs the individual in any of his relations, activities, opinions, properties, or personal conduct, is news.

The essentials of news, as brought out by these definitions, are: (1) that it must be new, current, timely; (2) that it must interest readers; (3) that it includes anything and everything that has any such interest. Furthermore, these definitions emphasize the fact that the value of news is determined (1) by the number of persons that it interests, and (2) by the extent to which it interests them. The composite of these definitions, therefore, is: *News is anything timely that interests a number of persons, and the best news is that which has the greatest interest for the greatest number.*

Some of the definitions go a step further by pointing out that news is anything that "concerns public welfare"; or "that instructs the individual in any of his relations, activities, opinions, or personal conduct"; or "that affects, or has an influence on human life or happiness"; or "that does not violate the canons of good taste." It is evident that some of these editors are not satisfied to give readers merely what they are interested in; they aim rather to furnish news that is significant to readers from the point of view of their personal affairs and of the welfare of society, as well as to present it in a manner that will not violate the canons of good taste. They apparently do not subscribe

to the doctrine, "Give readers what they want" in the way of news, regardless of the effect that the news may have. They suggest rather that it is the purpose of their newspapers to create interest in significant news that of itself may not seem to appeal to a considerable number of readers. From this constructive point of view, a definition of news may be phrased thus: *News is anything timely that is interesting and significant to readers in respect to their personal affairs or their relation to society, and the best news is that which possesses the greatest degree of this interest and significance for the greatest number.*

Upon its definition of news and its standards of news values depend not only the character and the tone of a newspaper, but its influence on the ideas and ideals of its readers. Since hundreds of thousands of persons in this country read only newspapers, and since for most men and women newspapers are the only source of information concerning current events and issues, it is evident that the character of the news selected for publication has a close relation to public opinion. Because the success of democratic government depends upon sound public opinion, the way in which the press defines news and the standards by which it measures news values are matters of vital concern to the nation.

How to Apply the Definition of News. By applying the definitions and the standards just considered to each event, idea, or activity, the newspaper worker can determine for himself what is news and what is not, as well as what is the best news. He must ask himself concerning each piece of news that he handles: Is it new and timely? How many readers will it interest? Is it significant to readers in their personal affairs or in their relation to society? Can it be made interesting and significant to them? Has it great interest and importance for a large number?

Many times an event seems, at first glance, to possess

little that is interesting and significant, but, examined more closely, it reveals some phase that is of considerable news value. Keen observation and ability to recognize the significant aspect of a person, an event, an idea, often lead to the discovery of news that may escape the notice of a less acute observer. A broad background of general knowledge and an understanding of human nature enable the newspaper worker to find those aspects of the day's news that are of greatest interest and importance to the greatest number.

Timeliness in News. Freshness, timeliness, newness is one vital qualification for all news. "Yesterday" has almost ceased to exist for the newspaper man. Even "to-day" has become "this morning," "this noon," "this afternoon." "Up to date" has given way to "up to the minute." Improved mechanical equipment, which has developed lightning speed in turning news stories into a complete newspaper in less than half an hour, has made possible a degree of freshness in the news that would seem marvelous were it not a daily, in fact, almost an hourly phenomenon. Competition among newspapers, and the publication of frequent editions, increase the necessity for giving the latest news. The reporter must catch this spirit of getting the news while it is news, and of getting it into print before it loses its freshness.

What Interests Readers. How general will be the interest in any activity, idea, or event is determined by what the average person likes to hear, read, or see. Whatever gives him pleasure or satisfaction, interests him. Consideration of the fundamental bases of news values, therefore, involves a determination of the general classes of things that give pleasure and satisfaction to the average individual.

Nine classes of things that interest readers may be differentiated: (1) the extraordinary; (2) struggles for

supremacy; (3) romance; (4) mystery; (5) adventure; (6) the lives and welfare of others ("human interest"); (7) children; (8) animals; (9) amusements and hobbies.

The Extraordinary. The unusual, the extraordinary, the curious, wherever found, attracts attention and is interesting because it is a departure from the normal order of life. Humdrum routine whets the appetite for every break in the monotony of regularity. As long as the average man conforms to the generally accepted business and social standards, is not affected by any unusual circumstances, and does not achieve anything out of the ordinary, he does not possess any particular interest for his fellow men. When he violates the usual order, is the victim of such violation, or accomplishes something unusual, his departure from the level of conformity becomes a matter of more or less interest according to the extent of the departure. Because hundreds of thousands of bank employees are honest and are not robbed in the performance of their duties, the fact that one is dishonest or is robbed is news. So all crime, as a violation of law and order, is news. Accidents and unexpected occurrences, because they break in on the usual course of events, are matters of news. The thousands of trains that reach their destinations safely are as nothing compared to one that jumps the track. Millions of dollars' worth of property that remains unharmed from day to day does not interest the average man, but the destruction of some of it by fire, wind, or flood immediately lifts the part affected out of the mass and gives it interest to hundreds of persons in no way concerned in the loss. It is not the crimes and misfortunes of others that give the reader pleasure; it is partly his interest in the fate of his fellow men, and partly the fact that these are departures from the normal course, that makes them satisfy his desire for something different from the usual round of life.

A notable achievement in any field of activity, because it rises above the level, is news and fortunately more inspiring news than is that of crimes and accidents. An heroic action, a marked success, a record aeroplane flight, the discovery of the cause of a disease or of a new serum to prevent it, the invention of a labor-saving device, a reform in government, the finding of the remains of a buried city, the completion of a great bridge — all are sufficiently out of the ordinary to attract attention. Every one likes to read about successful achievements and the persons who accomplished them, because he sees in them possibilities of his own success and gets inspiration to make greater effort to attain it.

In almost every event the good newspaper man can find something that is out of the ordinary, and by giving due emphasis to this unusual phase can create interest in what might otherwise seem commonplace. What that something is will be determined by the newspaper worker's appreciation of what will appeal to the average reader as the most significant departure from the customary and the expected.

Struggles for Supremacy. Contests of all kinds have an almost universal appeal, doubtless because men have never lost their primitive love of fighting. Although actual physical combats to-day are few, almost all the activities of modern life involve struggle. Competition in business, contests in sports, rivalry in politics, are based on the love of fighting to win. Strikes and lockouts, as part of the contest between capital and labor, appeal to this interest. So does the struggle to secure control or monopoly in any part of the commercial field. The effort of the forces of law and order to combat the criminal and vicious elements in society have a similar interest. In political contests the interest of many persons centers in the struggle for party victory, with the power that victory brings, rather

than in any results that will affect the individual directly. The enthusiasm manifested over baseball, football, boxing, racing, and other sports grows out of the love of contest. Every form of fighting to win is good news.

Romance. Just as almost every short story, novel, and play, to make a general appeal, must have a "love story," so romances in real life are an unfailing source of interest to young and old. All the world loves a lover, in real life or in fiction. As the course of true love never did run smooth, the struggle of lovers to overcome obstacles involves both the contest and the romance elements of interest. Divorce, scandal, and all other breaches of the code governing the relation of the sexes, as examples of blighted romance, have a similar interest. It is not necessary, however, to emphasize the unwholesome elements in sex relations merely to satisfy the craving on the part of readers for the salacious. The interest of the great majority of readers in news of love gone wrong can still be retained without giving offense or undermining moral standards.

Mystery. Next to love stories in interest for most readers, and equal to them for some, are detective and mystery stories. Practical men of affairs who often eschew novels of sentiment find relaxation in detective stories. In the day's events, particularly in crimes, disappearances, and similar happenings, are to be found mysteries as fascinating as those of fiction. The matching of the wits of detectives against those of criminals has a perennial appeal. But popular interest in mysteries is not confined to the police and crime. Unsolved problems in any field of human endeavor often contain an element of mystery. The question as to whether or not Mars is inhabited, the problem of perpetual motion, the possibility of communication with those in the spirit world, and even the authorship of a much-discussed anonymous book,

possess this interest in the mysterious. All life itself, from birth to death, is in a sense a mystery. To find in events legitimate elements of mystery is to give to news of these events a strong appeal. A constant sense of wonder is one of the essential qualifications of a successful journalist.

Adventure. Tales of adventure and accounts of travels in little known parts of the world are always popular. So, too, news stories of real adventures of all kinds hold the reader's interest, partly, of course, because they are out of the ordinary, but partly because they satisfy the craving for adventurous experiences which most of us are denied. The vicissitudes of men in trying to reach the North Pole by aeroplane, in attempting to climb to the top of Mt. Everest, in circumnavigating the globe in an open boat, or even those of a college boy in working his way across the continent or through Europe, appeal to our love of adventure. The alert reporter can always find news stories of adventure in the experiences at home and abroad of persons in all classes of society.

"Human Interest." The fellow feeling that makes all the world akin, the sympathy that binds together men who have little in common, is the basis of interest which we have in the actions, thoughts, and feelings of others. The "human interest" that newspaper and magazine editors demand, involves emphasis on the personal element in the affairs of life. The characters that appear in news stories, fiction, or special articles must be made to appeal to the readers as real flesh-and-blood men and women. The human side of events is what the average reader wants. How one man is saved by a new serum is read with more attention than is a discussion of the therapeutic value of the serum. The privations of an arctic explorer in reaching the pole have almost as much interest for most readers as the discovery of the pole itself. The experiences of strikers and their families are read by many who know

little and care less about the economic conditions that produce the strike. So vitally do we feel ourselves concerned with the fate of our fellow men, even when we do not know them personally, that accounts of human life lost or endangered are read with great eagerness. "Many lives lost!" is the cry that the newsboy knows will sell the most papers. From the point of view of the newspaper the greater the number of lives thus involved in the event, the better is the news.

So great is this interest in the lives of others that by bringing out the humorous or the pathetic phases of comparatively trivial incidents in the day's happenings that have little or no real news value, the news writer can develop such incidents into what have come to be known as "human interest stories," or "feature stories." Sympathetic understanding of human nature is essential in the reporter who would write interestingly of the little comedies and tragedies that he encounters in his round of news gathering.

The Appeal of Children. The unusual appeal that children make gives news of their activities especial value. Whenever a little child plays a part in an event, it is pretty sure to be the best feature of the story. The letter which a small girl writes to the mayor asking that her pet dog be restored to her from the dog pound, will take a place in the day's news beside the interview with the mayor outlining his policies of city government for the following two years. A child witness holds the attention of the entire court room and is "featured" in the story of a trial, partly, no doubt, because the appearance of a child in these circumstances is unusual, but largely because of our interest in children. Just as a child's plea to a judge saves its worthless father or mother from a prison sentence, so the story of that plea will move every reader. Anecdotes and sayings of children readily find a place in newspapers and magazines.

Interest in Animals. The popular interest in animals, wild or tame, in captivity or at large, makes news stories about them good reading. Whether we are attracted by the almost human intelligence that animals often display, or by their distinctly animal traits, we read of their doings with keen interest. Anecdotes of animal pets if well told are always readable. The fascination which the "zoo" or the circus menagerie has for most people is akin to the pleasure given by anecdotes of animals in captivity. Every city editor knows the value of the zoölogical garden as a source of effective stories when other fields fail. Wild animals at large, particularly when they come into any relation with men, afford good material for the reporter or correspondent.

Amusements and Hobbies. The favorite pleasures and amusements of readers form another large group of activities that must be considered in measuring the value of news. Besides the contest element in sports that interests the spectator, there is the attraction of athletics for the players. Golf, tennis, automobiling, and similar activities furnish news that is read by those who engage in these diversions. Accounts of the theater, of concerts, and of all forms of amusements are read by the thousands who patronize these entertainments. Pastimes and hobbies, such as radio, amateur photography, book-collecting, fishing and hunting, canoeing and sailing, cards and chess, have enough devotees to give value to news of such avocations. Here again the number of readers to whom such news appeals determines the space and the prominence that it is worth.

Degree of Reader's Interest. Persons, places, or things that go to make up news excite a degree of interest proportional to (1) the reader's familiarity with them, the so-called "local interest"; (2) their own importance and prominence; (3) the closeness of their relation to the reader's personal affairs, his home and business.

Local Interest. Local events interest readers because they know the places and often the persons concerned. Local news, accordingly, takes precedence over news from elsewhere of equal or greater importance as measured by the general standards of news value. Interest in most news stories may be said to vary inversely in proportion to the distance between the place of the event described and the place where the paper is published. Just as the splash is greatest where a stone strikes the water, the ripples growing less and less marked as the force of the shock spreads out over the pond, so the impression made by an occurrence grows less and less the farther one goes from the scene of action. We read more eagerly the account of a small fire in a building that we pass every day than the dispatch telling of a fire that wiped out a whole town two thousand miles away. The arrest of a man for speeding in his automobile will cause more comment among his friends than the capture of a gang of automobile bandits that has terrorized another city. The fact that much local news concerns matters affecting the home, business, and community interests of the average reader, also gives it significance. Local phases, or "local ends," as they are called, of events that take place some distance away quite overshadow in interest more important phases of the event itself. Every effort is made in the newspaper to bring events, ideas, and activities elsewhere into some local relation.

Interest in the Prominent. The interest which all readers have in what is familiar to them extends to persons, places, and things that they may not know personally but that they recognize as important or prominent. They like to read about men and women who are leaders in social, business, or political activities in the city, the state, the nation, or anywhere in the world, even though these persons exist for them in name only. A high position itself

gives added importance to news concerning the person who occupies it, although many readers may not have heard of him before. Thus, in order to appeal to this general interest in the doings of persons of position, some less scrupulous reporters and editors describe the characters in their news stories as "prominent," "well-known," "a college graduate," "a beautiful young society girl," when the facts do not warrant it. Personages who are well known do not need such introduction; their names alone serve to identify them. The value of news concerning a person may be said to vary in direct proportion to his prominence. A slight accident to a candidate for the presidency of the United States attracts much more attention than a serious one to a candidate for Congress. A story of the wedding of the daughter of a multi-millionaire has thousands of readers because of the prominence of her father, whereas the account of the wedding of the corner grocer's daughter attracts only a small number who know the families. The daily life of the great affords daily pleasure to the humble.

Places that readers have often heard of, but in many cases have never seen, such as New York, Paris, Washington, Coney Island, Niagara Falls, possess an attraction that makes news from them the more interesting even though it may consist of no more than gossip and trivial happenings. Well-known places as the setting for events give added importance, therefore, to the news value of these events. Institutions, such as universities of national reputation, the Library of Congress, the Rockefeller Institute, the Young Men's Christian Association, the American Legion, because they are generally known, likewise attract attention to news involving them. Familiar names of great ocean steamships, of large commercial companies, and of important railroad systems, increase the news value of stories in which they appear. Size and

prominence, then, of places and things, like importance and prominence of persons, determine news values.

Home and Business Interests. The most vital concerns of both men and women, however, are their business and their home, their prosperity and their happiness. Whatever in the daily round of events affects these interests most directly will gain their closest attention. Upon this principle depends the news value of many newspaper stories. Stock brokers and investors read the stock market reports; buyers and farmers, the produce and live stock quotations; owners and agents of real estate, the records of transfers and mortgages; business men generally, commercial and industrial news, because of the relation of such news to their own business affairs. A marked rise or fall in the price of butter, eggs, meat, or other staple articles of food concerns not only the dealers but housewives and other purchasers of such commodities. Announcement of the proposed extension of a motor bus or trolley line appeals to readers whose transportation facilities or property are affected. Income tax legislation, adjustments of railroad rates, state or federal supreme court decisions, the tariff, and other political and economic problems, usually interest the average reader in proportion as he thinks that they will affect him and his business.

For most women readers home-making and fashions are of vital concern. Besides matters pertaining to the cost of living, which affect men and women alike, pure food laws and their enforcement, schools, the health and welfare of children, the servant problem, the milk and the water supplies, as well as the latest styles of dress, — all come very close to the everyday lives of women, who constitute no small part of the number of newspaper readers.

Incidental concerns of both men and women readers, such as organizations to which they belong, general move-

ments with which they are connected, or the social life of which they are a part, give interest for them to news concerning these activities. In this connection newspapers recognize the value of printing the names of as many persons as possible, for every reader is interested to see in print his own name and the names of his acquaintances.

News values, therefore, are measured by the extent to which news affects directly the lives of readers; the greater the effect and the larger the number of readers affected, the better the news.

One reason why a great many men and women do not read significant news of political and economic conditions at home and abroad is that they see no relation between this news and their home and business interests. The doings of the city council, the state legislature, Congress, state and federal commissions, and international conferences, as reported in the press, ordinarily arouse little or no interest on the part of the majority of newspaper readers, because they fail to find in such news anything that affects them vitally. Lack of interest in foreign news is due to the same cause. Nevertheless, it is evident that if men and women in this country are to perform intelligently their duties as citizens, it is essential that they read significant news, day by day, in order to secure the basis for sound opinions on current political and economic questions. Only well-informed citizens can vote intelligently for men and measures that determine the policy of our government, local, state, and national.

The problem of newspaper editing, therefore, is how to present significant news in such a manner that readers will recognize its relation to their personal affairs; in short, to "bring it home" to readers. This can often be done by developing "local ends" of national and international news. A wide knowledge of politics and economics on the part of reporters, correspondents, copy-readers, and edi-

tors is necessary for the successful accomplishment of this difficult task.

Combinations of Interests. That some types of news possess several of these different kinds of appeal has been shown in the preceding consideration of various classes of news that interest readers. An event that possesses a number of different kinds of interest is obviously very good news, because of the greater number of readers to whom it appeals and because of the stronger appeal that it makes. Thus, for example, the *Titanic* disaster described in Chapter I was extremely good news in that the largest ocean liner then afloat was sunk on its first trip by striking an iceberg while proceeding at a high rate of speed. Greater still was its interest because of the large number of lives involved. Added to this was the fact that many of the passengers were prominent both in the United States and in England. Newspapers devoted a large amount of space to the news of the disaster because editors knew that it would be read with eagerness by all classes everywhere in this country. The combination of sources of interest and the greater degree of interest that results must be taken into consideration in measuring the final value of news.

SUGGESTIONS

1. Ask yourself concerning every piece of information, How many readers will it interest? How much will it interest the average reader? Is it significant or trivial? Is it really new and timely?
2. Examine every phase of an event or idea for what will be of greatest interest and significance to the greatest number.
3. Look always for what will appeal to the average reader as most unusual, curious, remarkable.
4. Consider the things that give most persons great pleasure and satisfaction.
5. Don't overlook the "human interest" element in the day's events.

6. Remember that a good fight interests many, whether it is in politics, business, or sport.
7. Don't neglect children in the news; though small they make a big appeal.
8. Keep on the look-out for good stories of animals.
9. Provide reading for men and women with hobbies.
10. Measure the value of your news on the basis of its local interest.
11. Remember that readers are most interested in persons and places that they know.
12. Consider the news value given by the importance and prominence of persons and things.
13. Bring your news as close as possible to the reader's home and business.
14. Don't forget that readers like to see their names in print.
15. Sharpen your "nose for news" on the grindstone of experience.

CHAPTER III

GETTING THE NEWS

The Problem of News Gathering. The mystery of newspaper making to the uninitiated is how editors and reporters find out everything that happens and how they get it into print in a very short time. It seems strange to the average person, for example, that when an accident occurs in the block in which he lives, the first news of it reaches him through the newspaper. The apparent omnipresence, not to say omniscience, of the reporter leads to the not unnatural assumption that news gatherers walk about everywhere, waiting Micawber-like for "something to turn up." Only to patrol the streets of the city in which a paper is published would require a staff of reporters approximately that of the police force and would bankrupt the most prosperous paper. If each newspaper had to get the news of the state, the nation, and the whole world from its own correspondents stationed everywhere, the problem of news gathering would be stupendous. Such a system would be not only impossible but quite unnecessary. News gathering is really no mystery at all, but merely a good example of efficient organization and coöperation.

For the news from the rest of the country and from abroad, most newspapers depend entirely upon the press associations, like the Associated Press, the United Press, and the International News Service, which, by gathering news for hundreds of papers all over the country, are able to serve each paper for a reasonable charge. Larger papers have correspondents of their own only in Washington and in some instances in New York and other important

points. Only the largest papers have correspondents abroad. Some papers in New York, Philadelphia, and Chicago reduce the cost to themselves of their foreign correspondence by selling it to papers in other cities not in competition with them, and thus enable these other papers to supplement the press association reports with this special correspondence at moderate cost. Through all this co-operation in news gathering papers in all of the larger cities are able to secure a remarkably large amount of news from everywhere without maintaining a large staff of correspondents. News of the state and of the section of the country in which a paper is published is obtained from correspondents who in most instances are paid only for the actual amount of news that they furnish.

Local News Gathering. In organizing its local news gathering, a newspaper takes advantage of information made available for various official and private purposes by many different persons in no way connected with the newspaper. Policemen, firemen, sheriffs, coroners, and practically all officials of local, state, and federal government, as well as physicians, lawyers, and merchants are all unintentionally serving as reporters of news. The public records in all public and semi-public offices are the reports that these men, many times quite unconsciously, furnish for newspapers. What news editors do is to see that a careful watch is maintained by their reporters at all places where the raw material of news is thus recorded, so that they may select whatever part of it is of interest to their readers.

News Sources. The places where news is recorded, not primarily for the newspapers but really to their great advantage, and the kinds of news to be found at each place are indicated by the following list of typical news sources:

Police Headquarters — Crimes, arrests, accidents, suicides, fires, disappearances, sudden deaths, and news of the police department organization.

Fire Headquarters	— Fires, fire losses, and news of the fire department organization.
Coroner's Office	— Fatal accidents, sudden deaths, suicides, and murders.
Health Department	— Deaths, births, contagious diseases, sanitary reports, and condition of city water.
Recorder or Register of Deeds	— Sales and transfers of property and mortgages.
City Treasurer	— Tax rolls, payment of taxes, sale of city bonds, financial condition of city government.
County Jail	— Crimes, arrests, and executions.
Mayor's Office	— Appointments and removals, municipal policies.
Criminal Courts	— Arraignments, hearings, and trials.
Civil Courts	— Complaints, answers, trials, verdicts, and decisions in civil suits.
Probate Office	— Estates, wills.
Referee in Bankruptcy	— Assignments, failures, appointment of receivers, meetings of creditors, settlements of bankrupts.
Building Inspector	— Permits for new buildings and alterations, condemnations of unsafe buildings, regulation of fire escapes, and fire prevention devices.
Public Utilities Commission	— Hearings and decisions of rates and regulations.
Board of Public Works	— Municipal improvements.
Superintendent of Schools	— Changes in teaching staff, new school buildings, meetings of school board, changes in course of study.
Shipping Offices	— Arrival and sailing of ships, cargoes, rates, marine news.
Associated Charities	— Poverty, destitution, and relief.
Board of Trade, Stock Exchange, Mining Exchange	— Quotations, sales, and news of stocks, produce, grain, metals, live stock, etc.
Hotels	— Arrival and departure of guests, banquets, dinner parties, and other social functions.

Merchants' Associations, Association of Commerce and Chamber of Commerce	— Business and industrial conditions, new business enterprises, plans for advertising and advancing interests of city.
Offices of Federation of Labor and Labor Unions	— Doings of organized labor, strikes, lock-outs, unemployment.
Railroad Stations and Railroad Offices	— Arrivals and departures, excursions, railroad accidents, changes in time tables and service.
City markets, Commission Houses	— Supplies of fruit, vegetables, and other commodities, and their wholesale and retail prices.

News "Runs." To get all the news that develops at each of these and many other similar places, the city editor divides the news sources into "runs," or "beats," and details a reporter to each "run." The reporter assigned to get or "cover" the news of police headquarters is said to have the "police run"; another assigned to the city hall has the "city hall run," or is "city hall reporter"; another is on the "hotel run." To cover adequately these news sources, the reporter visits each office on his run from one to six times a day, examining records, interviewing officials, and chatting with secretaries and clerks. The number of times that he visits an office and the length of time that he stays are determined approximately by the amount and value of the news likely to be obtained.

As the reporter is held responsible for all the news of the places on his "run," he must not let anything escape his notice, because a keener, quicker-witted man on the same "run" for a rival paper may get what he misses. When a reporter obtains a piece of news that reporters on other papers do not get, he is said to have a "scoop" or "beat," and the unsuccessful paper and its reporters are said to have been "scooped," or "beaten."

City News Associations. In New York and Chicago

the gathering of all the official or routine news is done by a central news association which furnishes each paper that belongs to the association or which pays for its services, with a copy of every news story that its reporters secure in covering all the usual runs. In New York the City News Association transmits these stories from its office to each newspaper by automatic printing telegraph machines; in Chicago the City News Bureau sends mimeograph copies to each newspaper office through pneumatic tubes. By this method of news gathering each paper is saved the expense of providing for the scores of runs necessary in a large city in order to cover adequately all the news sources each day. When the city editor gets a news bulletin or a complete story from the news association, he can have it rewritten or can send out one of his reporters if he desires to have the event more fully covered. Such a system of local news gathering makes possible a staff of reporters relatively small as compared with the size of the city. Reporters employed by the city news association work under conditions practically the same as those in a newspaper office. Inasmuch as the stories that a news association reporter writes are edited in at least half a dozen newspaper offices by different editors and copy-readers, the reporter has the advantage of seeing how various papers treat the same news story.

Assignments. In organizing news gathering, the city editor and his assistants keep a "future" book or file with a page or compartment for each day in the year. Into this are placed, under the appropriate day, all notes, clippings, and suggestions regarding future news possibilities. If, for example, on February 10, the state legislature passes a law in regard to the size of berry boxes, to take effect on March 1 of the following year, the city editor puts a clipping of the dispatch from the state capital telling of this action, or a note recording the fact, into the compart-

ment or page labeled February 25, so that a week before March 1, he may assign one of his reporters to find out from wholesale commission dealers, berry-crate manufacturers, and the inspector of weights and measures, what steps are to be taken to carry out the provisions of the law. A similar news record is kept by the telegraph and state editors covering future events in their fields, so that correspondents may be given instructions and advice.

The city editor also has an assignment book or sheet on which is entered every important news possibility for the day, with the name of the reporter assigned to cover it, and with any information or suggestions that the editor wants to give the reporter. When the reporter arrives at the office to begin his day's work, or when he reports to the office by telephone, he gets his assignments for the day. These assignments are often connected with his run, so that while he is on his daily round of news gathering he may get in addition the special news assigned to him.

"Covering" Important Events. To secure an adequate report of an important event, such as a state political convention, a visit of the President of the United States, a serious crime, or a wide-spread flood, the city editor arranges the work of the various members of his staff so that every important phase of the event will be "covered." On the occasion of a day's visit of the President, for example, one reporter is assigned to follow the chief executive about all day from the time he arrives until he leaves, and to write the general story of his visit. Another is detailed to report his arrival, the ovation given him, and possibly the short speech that he makes in response. A third is told to "cover" the reception tendered by the Merchants and Manufacturers Association; a fourth to report the luncheon given for him at the City Club; and a fifth, who can write shorthand, to get a verbatim report of his speech at the Coliseum in the afternoon. Practically

every event that can be anticipated is provided for in advance by the city editor, and to that extent is easier to handle than the unexpected ones.

Getting the Facts. A large part of news gathering consists of getting information from persons by asking questions. To ask questions that will elicit the desired facts most effectively is not so easy as it seems. Most persons, although not unwilling to give information, are not particularly interested in doing so, and in replying do not discriminate between what is news and what is not. Tact and skill are necessary to get many persons to tell what they know. A stranger who insists on asking questions is very naturally regarded with suspicion. Even when it becomes known that the stranger is a newspaper reporter, he is not always cordially received. Often he finds that it is easier to secure the facts when his identity as a reporter is revealed. Nevertheless, there are not infrequent occasions when all the skill of an astute lawyer examining a witness is required to obtain the desired information. Reporters should never hesitate to ask tactfully as many questions as are necessary, and to persist until they get what they want.

The way in which the reporter works in gathering together the various phases of an event before he is ready to write the story is best shown by an example. The city editor, let us say, receives a bulletin to the effect that an unknown, well-dressed man of about sixty years has been seriously injured by falling off the platform in the subway station at 65th Street and Western Avenue, and that he has been removed to St. Mary's Hospital. The city editor sends out one of his reporters to find out what he can about the accident.

The reporter starts at once for the subway station. At the corner near the station he sees a policeman with whom he carries on the following conversation:

Reporter. — Did you send in a report on the old man who fell on the subway tracks an hour ago?

Policeman. — Yes.

R. — Do you know who he is?

P. — No, I could n't find out his name.

R. — Was he badly hurt?

P. — I guess he was. His head was cut behind, and he had n't come to when the ambulance took him to the hospital.

R. — How did it happen?

P. — I don't know. The first I knew a kid came running up to me and told me a man was hurt in the subway. When I got down there, they had him on the platform, and a crowd was standing around him. I saw the old man was hurt pretty bad, so I telephoned for St. Mary's ambulance. We put some water on his face, but he did n't come to. When the ambulance doctor came, he said he was alive all right.

R. — How did he fall off the platform?

P. — I don't know; I guess he fainted.

R. — Thanks; I'll go down and see the inspector.

The reporter thereupon goes down into the subway station. The inspector, he discovers, has just come on duty and does not know anything about the accident. He therefore decides to inquire of the girl in charge of the news-stand. The conversation between her and the reporter is as follows:

Reporter. — I hear that an old man was hurt down here. How did it happen?

Girl. — He fell on the tracks and cut his head.

R. — What was the matter with him?

G. — I don't know; I guess he got dizzy.

R. — Did you see him fall?

G. — No; I was busy selling a lady a magazine when I heard some one yell.

R. — How did they get him out?

G. — Two men jumped down to get him, but they could n't lift him up on the platform. Then they heard the train coming and jumped over to the side.

R. — Did the motorman stop the train when he saw them?

G. — No; I ran over and grabbed a red lantern, and jumped down to the track and waved it.

R. — Good for you! Were n't you afraid of being run over?

G. — I did n't think of being scared. I just kept waving the lantern, and the motorman saw it and put on the brakes. My, but the sparks flew!

R. — How soon did he stop?

G. — Oh, the train was only about ten feet away when it stopped, and I kept stepping back all the time to keep out of the way.

R. — Well, you must have had a pretty close call. Who got the old man out?

G. — The motorman and one of the guards climbed down and lifted him up with the two other men.

R. — What did they say about your stopping the train that way?

G. — Oh, nothing. One man said, "Good for you, little girl," and another man wanted to know my name, and said I ought to have a medal, but I told him I had n't done anything and did n't deserve a medal.

R. — Did you give him your name?

G. — Yes, because he kept asking me and telling me that he thought I ought to have a medal.

R. — Well, I want your name, too, for the *Star*.

G. — No; I don't want my name in the newspaper for I did n't do anything.

R. — But I must tell how you stopped the train in writing about how the man was hurt.

G. — All right; my name is Annie Hagan.

R. — Where do you live?

G. — At 916 East Watson Avenue.

R. — Have you been working here long?

G. — No; I just started last week. I quit school and got this job here.

R. — You did n't hear any one say who the old man was?

G. — No; I guess he was alone.

R. — Did the doctor say how badly he was hurt?

G. — No; he felt his pulse, and listened to his heart, and said he was alive all right.

R. — Thanks; I'll go over to St. Mary's and see how he is getting along.

On reaching the hospital, which is only two blocks from the subway station, the reporter asks for the superin-

tendent, with whom he carries on the following conversation:

R. — I want to find out about the old man who fell off the platform in the 65th Street subway station an hour and a half ago. How badly was he hurt?

S. — What was his name?

R. — I don't know.

S. — I'll look up the record. Here it is. He died at 1:15. His skull was fractured, and he died of a cerebral hemorrhage.

R. — Did they find out who he was?

S. — No; this card is the only clue we have.

R. — May I see it?

It is a business card of the Blair Photographic Studio, 712 Broadway, on the back of which is written in pencil the words, "Oliver, Ithaca." To save time, the reporter telephones from the office of the hospital to the Blair Studio, and the conversation over the telephone between the reporter and the clerk is as follows:

Reporter. — An old man who was hurt in the subway this noon had in his pocket one of your cards with "Oliver" written on the back. Do you know who he is?

Clerk. — That must be the old man who came in this morning to see Mr. Williams, one of our retouchers, but Mr. Williams went to Ithaca last week.

R. — Was Mr. Williams' first name Oliver?

C. — Yes; his initials were O. R., and the old man said he was his uncle.

R. — Where did Mr. Williams live here?

C. — I don't know. But hold the line; I'll ask Mr. Baxter.

C. — Mr. Baxter says that Mr. Williams' address was 3116 Easton Street, near Brown.

R. — All right. Thank you. Good-bye.

From the hospital the reporter hurries to the place where Mr. Williams lived before he left for Ithaca. The conversation between the landlady of the rooming house at 3116 Easton Street and the reporter follows:

Reporter. — Did Oliver R. Williams live here?

Landlady. — He ain't here now. He moved away last week.

R. — Did a well-dressed old man ever come to see him when he was here?

L. — What do you want to know for?

R. — Oh, the old man fell in the subway this noon and was badly hurt. He said Mr. Williams was his nephew.

L. — I always said something would happen to him. He fainted on the steps here one day just after he rung the bell, and when I got to the door he was all in a heap right here. I knew he wanted Mr. Williams, because he came to see him a week before, so I called him, and Mr. Williams came and got him some water, and after a little he came to. Mr. Williams told me after he went away that his uncle had heart trouble. Did he get hurt bad?

R. — Yes, he died at the hospital an hour ago.

L. — Oh my, that's too bad! He was a nice fellow and Mr. Williams thought a lot of him.

R. — What was his name?

L. — Mr. Williams called him Uncle Frank, and when he introduced him to me after he came to, he called him Mr. Dutcher.

R. — Do you know where he lived?

L. — No. I don't think he lived in the city because he did n't come here often, and when he came to, Mr. Williams told him he ought n't to come all the way alone.

R. — Do you know what his business was?

L. — No. He looked like he had some money.

R. — When was it that he fainted here?

L. — Let's see. It was about three weeks ago, I guess.

R. — Did Mr. Williams have any relatives in the city?

L. — I don't know. I guess not. He came from up state somewhere. He only lived here since January. He did n't like the city very well. He said he could n't sleep.

R. — Thank you.

The reporter then stops at the drug store on the next corner to find out whether or not the name of Frank Dutcher appears in the city directory. No such name is to be found in this directory or in the telephone directory. As no more information is apparently obtainable, he returns to the *Star* office and reports to the city editor what

he has found. The city editor tells him to write about 500 words playing up the girl's part in stopping the train, and saying that the man is "supposed to be" Frank Dutcher.

Putting the Facts into the News Story. The story that the reporter writes is as follows:

By jumping to the subway tracks and waving a red lantern before an oncoming train at the risk of her life, Miss Annie Hagan, in charge of the news-stand in the subway station at 65th St. and Western Avenue, saved a man, supposed to be Frank Dutcher, from being crushed to death as he lay unconscious across the tracks. The man's skull was fractured by a fall from the platform to the tracks, and he died soon after being removed to St. Mary's Hospital.

The accident occurred shortly before noon when the station was crowded. The man, who was well dressed and appeared to be about 60 years old, was seen walking down the platform when he suddenly staggered and pitched forward. Before anyone could run to his assistance, he fell head foremost on the tracks.

Knowing that a train might come at any moment, two men jumped down to the roadbed and tried to lift the man, but found it impossible to get him up to the level of the platform. While they were striving to get him off the tracks, the rumble of the oncoming train warned them of their danger. After another vain attempt to lift the unconscious man up to the platform, they jumped to the side of the track to save themselves.

Miss Hagan, realizing the situation, ran to the end of the platform and seizing a red lantern jumped down to the tracks. Waving the lantern before her she ran along the track. When the motorman saw the red light, he applied the emergency brakes, and the locked wheels slid along the track sending out a shower of sparks.

The train came to a stop within ten feet of the plucky girl, who then called to the

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The train came to a stop within ten feet of the plucky girl, who then called to the

motorman and one of the guards to help lift up the injured man. When he had been placed on the platform, she climbed up and started back to the news-stand as if nothing had happened.

"You ought to get a Carnegie medal," declared one of the bystanders, who asked the girl her name and address, evidently to present her claims for the life saving award. Miss Hagan modestly disclaimed any credit for her heroism, and at first refused to give her name, but was finally prevailed upon to do so.

The unconscious man was taken in an ambulance to St. Mary's Hospital, where it was found that he was suffering from a fractured skull. He was rushed to the operating room, but died of a cerebral hemorrhage.

The only means of identifying him was a business card of a Broadway photographer with the name, "Oliver, Ithaca," written in pencil on the back. At this studio it was found that an elderly man had inquired this morning for Oliver Williams, a retoucher, who last week went to Ithaca, N. Y. At Williams' former rooming place it was learned that his uncle, Frank Dutcher, who answered to the description of the victim of the accident, had suffered from an attack of heart failure while visiting his nephew recently and had fallen unconscious on the doorstep. As the name of Frank Dutcher does not appear in the city directory, it is believed that the dead man was not a resident of this city but had come to pay his nephew a visit.

An analysis of this story shows how the reporter wove together all the important pieces of information that he had gathered by interviewing the policeman, the news-stand girl, the hospital superintendent, the clerk in the studio, and the landlady, none of whom are specifically mentioned as the sources of his information. In accordance with the instructions of the city editor, he "played up" the "feature" of the story, the bravery of the girl, by putting it at the beginning and by describing the accident in detail to show her heroism.

Following up the News. Many news stories, like the one just considered, do not exhaust the news possibilities of the event, but may be followed up in later editions or in the next day's issues by completing what was necessarily left incomplete for lack of time, or by giving new phases of the event that have developed since the first story was written. A reporter on a morning paper, for example, would be given a clipping of the above story taken from the afternoon edition, and would be told by the city editor to see the coroner to get the results of his telegram to Williams, the man's nephew, at Ithaca, and any other information available regarding the identity of the old man. Often unexpected and important news develops, which makes the "follow-up," or second story a bigger one than the first. Each reporter and correspondent should read carefully as many newspapers as possible before he begins his day's work so that he may get suggestions for "follow-up" stories on his "run," or for "local ends" of news stories sent in from outside the city. In large offices, one of the editors goes over all the local newspapers to clip out the stories to be "followed up," or to be rewritten in the office.

Interviewing. In obtaining the information for the foregoing story by means of conversations with several persons, the reporter's aim was to get what they said rather than how they said it; that is, he wanted primarily the facts that they had to give, not the way that they expressed these facts. In the news story it was not necessary to refer specifically to the persons who furnished the information or to quote what they said. In many instances, however, it is important to "interview" persons in order to obtain their opinions or their versions of current events and to give what they say just as they said it. The terms "interviewing" and "interview" in newspaper work are often limited to this method of reporting prac-

tically verbatim what is said by the persons "interviewed." Interviewing of this type requires great skill and tact, and successful interviewers are highly valued on all newspapers.

The two problems that the reporter has to meet are how to gain access to the person to be interviewed and how to induce him to talk for publication. Busy men have not time or inclination to give interviews to every reporter who desires them. Many times such men do not wish to say anything for publication on the desired subject, and absolutely refuse to talk. The resourcefulness of the reporter is tested again and again in getting access to men who are surrounded in their offices by office boys, private secretaries, and clerks, and who on public occasions such as banquets and receptions are sometimes equally well guarded against newspaper men. When it is impossible to see the man personally, it may be possible to submit to him several written questions and thus lead him to issue a statement answering or evading the questions.

Even when an audience is secured with the person to be interviewed, his not infrequent unwillingness to talk for publication has to be overcome. On some occasions to ask immediately and directly for the desired information is the best way to secure results. At other times, to engage him in conversation on some subject in which he is interested and then to lead to the one on which the reporter wishes to interview him, proves successful. Young reporters often insist on giving their own views on the subject on which they are trying to interview a person. The reporter should remember that he is an impartial observer, not an advocate on one side or the other. If in an effort to get information from the person whom he is interviewing he suggests opposing opinions, these opinions should not be given as his own but as those of others. Tact and a knowledge of human nature are essential.

Preparation for an Interview. Careful preparation in advance is one of the secrets of successful interviewing. This preparation consists of (1) finding out everything possible about the person to be interviewed, (2) informing one's self thoroughly in regard to the subject on which an interview is sought, and (3) drawing up in logical order and memorizing a series of questions covering all of the points on which information is desired. The more the reporter can learn about the person to be interviewed by consulting volumes of "Who's Who" and by talking with his fellow newspaper workers, the more likely is he to succeed in approaching the person and engaging him in conversation. To know beforehand his peculiarities, special interests, and attitude of mind is of inestimable value. So, too, the reporter must inform himself thoroughly on the topic of the interview. If the reporter appears ignorant of the subject in hand by failing to grasp quickly what the person interviewed says or by asking unintelligent questions, the person feels that it is scarcely worth his while to give the news gatherer what he seeks. By studying the subject in advance, and by preparing a series of questions and memorizing them, the interviewer can carry on conversation in a manner calculated to inspire confidence in his knowledge and intelligence. A list of questions not only insures the reporter's obtaining what he desires but aids him in remembering what the person says on each point covered by the questions.

At times a reporter is assigned to interview some personage without being given any topic for the interview. In such cases it is well to plan in advance several possible "openings," so that if one proves unsatisfactory, others may be followed up. Sometimes the person interviewed opens up subjects of interest unanticipated by the reporter. The alert, well-informed interviewer will take advantage of every possibility that develops. When the subject

of an interview has not been assigned, it is particularly advantageous to encourage the person to talk freely, so that the interviewer may discover the topics in which the man is most interested and hence is most likely to talk upon interestingly.

Taking Notes in Interviews. Whether or not a newspaper man should take notes in the presence of the person that he is interviewing depends on circumstances. Men and women who are accustomed to being interviewed prefer often to have reporters take down what they say in order to insure greater accuracy. So, too, for the inexperienced reporter the task of remembering facts, figures, and important statements obtained in an interview is a very difficult one. Note taking unquestionably insures a greater degree of accuracy under any circumstances. In taking notes, a reporter should jot down reminders and facts rather than detailed statements, and he should not permit his note taking to interfere with the conversation that he is carrying on. The injudicious taking of notes, and in fact the jotting down of any notes in some instances, may affect the freedom and ease with which a man will talk. Pencil and paper in the hands of the reporter seem to make some speakers suddenly realize that what they say is to appear in black and white for the whole world to read. That realization leads to caution as to what they say and how they say it. To get the person interviewed to talk as freely and as naturally as possible is the object of all interviewing, for the best interviewers want more than words; they want the fullest expression of personality, an expression that is only possible when all feeling of restraint is absent. An interviewer who does not take notes, not only must cultivate a good verbal memory so that he can reproduce verbatim all significant expressions of opinion, but also must be able to recall accurately important facts and figures obtained in the inter-

view. At the first convenient place immediately after the interview is over, he usually writes out as much as he desires to use.

Reporting Speeches. In reporting speeches, addresses, lectures, and sermons, the newspaper man either takes long-hand notes and writes his story later, or writes the body of the story as the speaker talks, and adds later the introduction, or "lead." Unless the utterance is of much more than ordinary importance, newspapers have not room for a detailed report of it; in fact, only a small fraction of an hour's talk is generally given by the press. By selecting significant statements, by summarizing parts that need not be quoted directly, and by omitting a great many details, a reporter can give an accurate report of what was said. With a little practice, he can remember a statement, word for word, long enough to put it in writing, and by repeating this process for every important statement that he desires to use, he can give a verbatim, but necessarily condensed, report of any speech.

Shorthand is not used by reporters in this country as it is generally in England. Because of the length of time that it takes to transcribe shorthand notes, a reporter finds it much quicker and therefore more important to write a connected, or "running," story of a speech or lecture while it is being delivered, and thus have his copy ready as soon as he has written an introduction after the lecture. Nevertheless some newspapers interested in the greatest possible accuracy in their interviewing and speech reporting are turning to reporters who can write shorthand. Frequent use can be found for shorthand by reporters and correspondents in various kinds of news gathering, even though it is not generally demanded by newspapers.

"Covering" Trials and Hearings. The same general principles governing the reporting of speeches apply to the

reporting of trials where testimony is given in response to questioning by attorneys, or when witnesses appear before investigating committees of the state legislature, Congress, or other bodies. Questions and answers may be taken down, or if the substance of the testimony is desired in either verbatim or indirect form, the reporter can fit together the answers into a continuous account of what the witness testifies, neglecting partially or entirely the questions that elicit the testimony. A "running story" of the trial or investigation is generally written in the room where it is going on, so that the copy may be put into type as fast as possible. In important trials the newspaper sometimes arranges to get a complete verbatim report from the official court reporter or from an expert stenographer employed for the purpose, and from this complete record selects those facts that are desired for publication.

Advance Copies. It is always a great advantage to a newspaper to secure in advance a copy of a speech, a report, a decision, or any document, so that it may be put into form for publication and may be set in type ready to print as soon as possible after it is given to the public. Such advance news is marked to be "released" for publication when it becomes public. For example, when a copy of the speech to be delivered by the governor of the state at the laying of a corner-stone at eleven o'clock in the morning on Washington's Birthday, is obtained a day or two in advance, it is marked, "Release 12 M., Feb. 22." The result will be that in the first edition of the afternoon paper published after 12 o'clock noon on February 22 as much of the speech as is desired can be printed, perhaps a few minutes after the governor has concluded his address. Newspapers always regard most scrupulously the release date which the reporter or correspondent puts at the top of his advance story. To violate the confidence of men who furnish news in advance by publishing it before it

should be released, is considered by newspaper men a serious breach of trust. Reporters and correspondents should, therefore, mark plainly at the top of the first sheet of copy the word "release" followed by the hour and date when it can be printed. If the date and hour at which the news will become public cannot be fixed in advance, the copy is marked, "Hold for Release, which will probably be at 12 M., Feb. 22"; and the reporter or correspondent notifies his paper of the exact time of release as soon as it is fixed.

Getting News by Telephone. The telephone, both in local and in long distance service, is extensively used in getting news and in communicating it to the newspaper office. Editors often telephone their instructions to reporters and correspondents. Newspapermen use the telephone to "run down" rumors and "tips," to verify news reports, to get "interviews," and, in short, to obtain all kinds of information. Although some men refuse to be "interviewed" over the telephone, interviews may often be secured more easily by this means than by any other. Reporters, or "watchers," at police headquarters and at other news sources telephone important information to the city editor so that he may assign men to get the news involved. When lack of time prevents the reporter from returning to the office to write his story, he telephones the facts to a "rewrite man," who puts them into news-story form. Or the reporter may dictate his story over the telephone to a man in the newspaper office, who, using an overhead receiver like that worn by telephone operators, takes it down rapidly on a typewriter. Experienced reporters can dictate their stories in this way with only their notes before them. The long distance service is used in the same manner by correspondents when it can be more advantageously employed than the telegraph.

Photographs. Illustrations, or "cuts," have come to be an important part of almost all newspapers. Although

most of the photographs used for illustrations are made by the staff photographer or are secured from companies that make a specialty of taking pictures of current events, reporters and correspondents are often able to supply their papers with pictures of persons, places, or events that are a part of the day's news. Good photographs may sometimes be secured from amateurs who happen to get snapshots of some interesting occurrence. Every reporter and every correspondent should have a camera and should learn how to take pictures to illustrate the stories that he writes, even though he may not have occasion to take such photographs frequently. Unmounted photographic prints with a glossy surface and with strong contrasts are the most satisfactory ones from which to make newspaper half-tones. A brief description of the picture should be written on the back of every photograph. Unmounted photographs should always be mailed flat. Correspondents are paid for photographs that are used by newspapers.

Special Kinds of News. Special kinds of reporting, such as is done by sporting, market, financial, railroad, labor, marine, society, dramatic, and musical editors naturally requires special training and experience in the subject-matter of these fields. The methods of gathering these special kinds of news are not particularly different from those of collecting general news. The sporting editor and his assistants often have to write a "running" account of a baseball game or football game as it progresses. The musical and dramatic critics, of course, express their opinions on productions, instead of simply reporting what took place at the theater or concert. The railroad, labor, market, and marine editors report the news in their particular fields, sometimes in special forms, such as market reports or quotations, but their work of news gathering is like that of the general reporter.

How the Correspondent Works. The work of the correspondent is very much the same as that of the reporter. Like the reporter, he gets assignments or instructions from time to time; he asks his superiors how much of a story they want on a particular event; he watches the news sources in the city or town for which he is responsible. As he is frequently on the staff of a local paper as well, he has the advantage of whatever news is collected for this paper. Whenever an important event is to take place in the district which he covers, he receives instructions a day or two in advance from the telegraph editor or the state editor telling him what the paper wants and how much he is to send. If the telegraph editor desires some phase of an unexpected happening looked up by the correspondent, he telegraphs to him the necessary directions. The correspondent, likewise, telegraphs to the editor whenever he has a story on which he wants instructions. When a correspondent telegraphs for instructions, he is said to send a "query" or "to query" his paper. A query usually consists of a brief statement of the news in a sentence or two followed by the number of words in which the correspondent thinks he can write the story adequately. The typical form of a query would be:

Buffalo Express, Buffalo, N.Y.

Easthampton, N.Y., Jan. 16. — Western Steel Co.'s mill burning, loss \$150,000, two firemen killed. 300. Filed 9:23 P.M. Wilson.

The telegraph editor can use the facts thus given in the query by turning the dispatch over to the copy desk to be edited for the next edition; and at the same time he may telegraph to Wilson, the Easthampton correspondent, to send 150 instead of 300 words on the fire. The correspondent, on receiving these instructions, telegraphs at once as much of the story as he can in 150 words. He always puts at the end of the dispatch before his signature

the hour at which he files the story at the telegraph office, so that he will not be held responsible for any delay in transmitting or delivering the telegram.

When the correspondent has a number of news stories of interest on which he desires to have instructions, he sends his "queries" in the form of a "schedule" in which each story is numbered. For example:

Philadelphia Times, Philadelphia, Pa.

Erie, Pa., March 10. — No. 1. Northern Hospital for Insane burns, all inmates rescued. 800.

2. C. H. Hartman, cashier Miners' Bank, commits suicide. 250.

3. Principal Walters of high school prohibits football. 100.

4. Mayor Altmeyer removes Health Commissioner Murphy for incompetency. 150.

5. Minister delivers strong sermon on "Is There a Devil?" 300. R. N. Wilson.

The telegraph editor might reply to this schedule with the following instructions, which would indicate how much the correspondent is to send on each of the stories that he has scheduled, as well as the fact that nothing is wanted on story No. 5.

Philadelphia, Mar. 10. — R. N. Wilson, Erie, Pa. Rush one and two; 50 three; 100 four. Times.

The correspondent is paid a regular salary if the amount of news that he sends daily is considerable, but more often he is paid every month at a regular space rate for the amount printed of the news that he sends during the month. On some papers the correspondents clip out all of their news stories and paste them together in a "string" which they send in once a month, so that the telegraph editor or the state editor may authorize the business office to pay them according to the length of the "string." In many offices the editors keep a record by crediting every

correspondent with what he furnishes, and arrange to have a check for the amount due sent to him once a month.

Press Associations. Most of the news of the state, the nation, and the world is generally furnished to newspapers, not by their own correspondents, but through one of the several news or press associations, such as the Associated Press, the United Press, and the International News Service.

The Associated Press is a coöperative news-gathering and news-distributing organization with a membership consisting of many of the leading papers throughout the country. The expenses of the association are divided among the newspapers that are members. Each paper that belongs to the association agrees to furnish all the others with the news that it gets in the local field. The Associated Press also has correspondents everywhere in the world, most of whom are paid for what news they furnish, while others at important news centers are employed on a salary to gather and send news to the association. To facilitate the handling of the news, the Associated Press has divided the country into four divisions with a central office and a superintendent in each; and in these divisions there is a bureau at every important news center with a correspondent who is responsible for all the news in his district of the division. Associated Press correspondents send the news of the cities, towns, or sections for which they are responsible to the district bureau, or the division office, where it is edited and distributed to the newspapers of the division, and is sent on to the other division offices to be edited and distributed to papers in these divisions.

The United Press is a corporation which furnishes its news service to afternoon papers at a rate determined by the distance of the newspaper from the distributing point and by the amount of news sent. It differs from the

the Chicago *Daily News* and for a quarter of a century the general manager of the Associated Press, well said:¹

There is nothing more pitiable than the attempt of an ignoramus to write an abstract of an intelligent speech or to interpret an intelligent man's ideas in an interview. It is equally lamentable to observe a stupid, half-baked youngster struggling to report any event involving a knowledge of a national or an international question. In American journalism of to-day we have a great army of these so-called reporters, but we rarely have real reporters.

An intelligent reporter is far more valuable than an intelligent editor. It will be a great day for American journalism when this fact is generally recognized, when a public man will have some assurance that his words will be fairly and intelligently presented.

Whether a news gatherer acquires this wide range of knowledge by a college course or by self-improvement through constant reading and study, he owes it to himself, to his profession, and to the public to prepare himself adequately.

To keep himself informed as to everything that is going on in the world he should read several good newspapers every day, some of the weekly and monthly magazines, and as many recent books as his time permits. Careful reading of the paper on which he is employed, before he begins his day's work, is the best immediate preparation that he can make. Until he knows what is happening in the city and in the world at large, he is not ready to begin his news gathering.

Good Judgment. To use intelligently the knowledge that the news gatherer possesses and to judge accurately of the relation of events to the vital interests of his readers, require clear thinking and good judgment. A man may know much, but if he cannot apply intelligently what he knows, his knowledge is of little value. The successful journalist must view the facts, incidents, and opinions with

¹ "M. E. S." *His Book*, p. 216.

which he is dealing in the light of what he knows about the past and the present. Only thus can he judge accurately of their significance and reveal this significance to his readers.

As clear thinking is the fundamental basis of all good writing, the reporter must be able to select, arrange, and connect his material so that it will form a coherent, unified whole. Thoughtless, muddle-headed work has no place in a well-edited newspaper. "To think rightly, to think instantly, to think incessantly, to think intensely, to seize opportunities when others let them go by — this is the secret of success in journalism," said Joseph Pulitzer.

A Sense of Responsibility. Because the young reporter is at the foot of the journalistic ladder, he may feel that what he does and how he does it is not a matter of great importance except as it affects himself and his immediate success. He does not always realize that everything he writes is read by thousands and plays a part in shaping their ideas and ideals. An incompetent doctor's mistakes, it has been said, are buried, a lawyer's are concealed in legal documents, but a journalist's are spread broadcast.

A newspaper depends upon every reporter to get as completely and as accurately as possible the news of the event or the run that he is assigned to cover. If he fails, there frequently is not time to send another reporter to do what he has left undone or only partly done. Unless a news gatherer can be relied on to cover satisfactorily his assignments and his run, he cannot expect to hold his position.

By the care and the accuracy with which he does his work, he demonstrates his appreciation of the responsibility that rests upon him. Careless, inaccurate news gathering is the bane of the newspaper profession. Until every reporter and every correspondent realizes his responsibility not only to his newspaper but to the public, shall

we have the degree of care and accuracy in our newspapers that we have a right to expect. Copy-readers and editors cannot correct all the careless work of irresponsible news gatherers.

Accuracy. Accuracy must extend to every detail of reporting. As soon as a reporter or correspondent begins his work on a paper, he should familiarize himself with the city and its surroundings, noting the names of streets, public officials, leading business and professional men, theaters, office buildings, suburbs, and parks. By studying a map of the city and the classified business and professional lists in telephone and city directories, as well as by keeping his eyes open as he goes about, he can fix in his memory names and places, so that he will be able to do his work accurately.

Great care should invariably be taken to get correct names and addresses. The reporter will do well to ask his informants to spell unfamiliar names for him. City, telephone, and society directories, the various kinds of "Who's Who" volumes, and similar compilations are convenient sources for verifying names, initials, and addresses. Even the necessity for speed in newspaper work is no valid excuse for carelessness and inaccuracy in news gathering. The minutes required to verify names, addresses, and other details are always time well spent. Some well-edited newspapers require reporters to write at the top of every story that they turn in such notations as "verified," or "H. R. Wilson not in directory," or similar indications of the parts of the story that cannot be verified.

As the reporter is seldom on the spot when an unexpected event happens, he must rely upon the accounts of it given by eye witnesses. These accounts often differ materially because of the common inaccuracy of observation and judgment. The reporter must weigh the

testimony of each witness, much as a jurymen does in a trial, and must decide which version is the most probable one. When time permits, he can verify doubtful details by questioning other witnesses on the particular parts in which the versions differ. He should always make every reasonable effort to get all particulars as accurately as possible

Rumors and unconfirmed statements generally should be carefully investigated before they are given much credence, especially when they reflect upon the reputation of persons, organizations, or business enterprises. A false rumor given wide currency through a newspaper may ruin a man or a woman, or seriously injure a bank or business firm. No correction or retraction that a newspaper can make ever counteracts completely the effects of the original story. A rumor is often valuable as a news "tip," but like all news tips it needs to be traced to its source and confirmed by evidence before it is really news. Often it is mere gossip or the product of a fertile imagination, with little or no basis in fact. False and inaccurate statements are not what newspapers or their readers want.

"Accuracy Always" is a motto that every news gatherer should apply to all his work.

Rapidity. The ability to work rapidly both in news gathering and in news writing is another essential qualification of reporters. Nowhere is it truer that "time is money" than in newspaper making. News must be gathered, written, edited, and printed as rapidly as possible so that each edition will contain the latest information and the paper will not be "beaten" by its rivals. The reporter must save as much time as he can in every detail of his work. He must think quickly, decide quickly, act quickly, write quickly. To know just where to get the news and how best to get it, always means great economy of time and effort. Rapid, accurate judgment of news

values is also vital. Only by keeping his head and concentrating on the work in hand can a reporter think and write quickly amid the excitement of the events that he is reporting and the confusion of the "city room." Speed at the expense of care and accuracy, however, is not encouraged by well-edited newspapers.

Initiative and Resourcefulness. Many reporters who do careful, accurate, and rapid work in following directions given them for covering their assignments nevertheless lack the initiative and resourcefulness necessary to make them first-class newspapermen. Just as it is the big news that "breaks" just before the "deadline" that tests the organization and executive ability of the news staff, so it is the unanticipated developments in his assignments and on his run that measure the real ability of the news gatherer. Reporting has been likened to detective work, and in the history of American journalism some clever pieces of detective work have been done by reporters. Although it may be questioned whether or not it is the function of a newspaper to ferret out details of crime and to run down criminals, the ratiocination that wins admiration in Sherlock Holmes or in the detectives of Poe's stories may be applied successfully by newspaper reporters in other fields than crime. The keen-witted reporter can often find clues to important news in such routine matters as real estate transfers, health department reports, or a chance conversation with a local politician. Initiative can be shown by the reporter not only by developing all the news in every assignment and in every place on his run, but by seeking news everywhere whether he is on duty or not.

The resourceful reporter can find ways and means of following the clues that he discovers, and of uncovering news, that would not occur to his less enterprising fellow workers. Both reporters and correspondents can display their resourcefulness in getting news to their papers at the

earliest possible moment, often in spite of what might seem insurmountable obstacles.

Perseverance. To get all the news, or sometimes to get any news, demands perseverance. The reporter must follow one clue after another until he finds what he is looking for, or is convinced that there is nothing to find. By stopping in his pursuit before he has all there is to get, he may miss the biggest "feature" of the story. Every neglected clue may mean a "scoop" by a rival. To return empty-handed is to admit defeat. News hunting is often discouraging business, but the reporter must always keep up his determination by a firm belief that what is eluding him may be a big story, possibly the biggest story of his career.

Tact and Courtesy. On the stage the reporter runs about with notebook and pencil in hand; in real life, he carries some folded sheets of copy paper on which to take notes when necessary, in a way to attract the least possible attention. He neither conceals nor displays his profession. An impersonal, anonymous observer of persons and events, he does not obtrude his personality upon those with whom his work brings him in contact. Tactful, courteous, friendly, he elicits his information as quickly as possible. When a more aggressive attitude is necessary to secure what he wants and has a right to have, he is equal to the occasion. But whatever may be the circumstances, the reporter never forgets that he is a gentleman, and that the newspaper which he represents never expects him to do anything to get the news that he or it need be ashamed to acknowledge to the world. Some papers may not hold up this ideal to their reporters and editors, but every self-respecting newspaper must.

To cultivate personal acquaintance with those with whom news gathering brings the reporter in contact, is the best means of increasing his ability to get the news. When

men come to have a friendly interest in the reporter and his work, and find that they can trust him to report accurately the news that they give him, they often go out of their way to help him. Many a "scoop" has been the result of the friendly aid of some one who had news to give and who saved it for the reporter in whom he had become personally interested. In other instances, where official news must be given to all alike, the favored reporter may be given a "tip" in advance as to some important phase of this official news which he can use to advantage in his paper, or he may be able to get an advance copy of a report or of a public document so that his paper will have a good story on it ready to print as soon as it is given to the public.

Through his personal relations with men, however, the reporter is sometimes put in a difficult position. In conversation with friends, for example, he may learn of important news that would make a good story and perhaps give him credit for a "scoop." But he must remember that when he obtains news in the confidence of private conversation, he has no right to use it without the consent of those from whom he gets it in this way. At other times he may be given news with the request that it be not published, and again he must beware of violating confidence. No self-respecting reporter will fail to regard the trust placed in him by those with whom he comes in contact either in social or professional relations. Another problem confronts the reporter when friends or acquaintances request him to suppress the whole or a part of a news story that it is his duty to write. Since a reporter is supposed to give all the important facts in a fair and impartial manner, he has no right to omit any of them without the knowledge of his superiors. The best way out of the difficulty, therefore, is to tell those who desire the suppression of any news that the decision in such matters rests with the editor and not with the reporter.

· **Reporting as a Profession.** If "cub" reporters and their superiors regard reporting merely as an apprenticeship, a stepping stone to copy-reading and other better positions in journalism, or to better paid work in allied fields such as advertising and publicity, we shall continue to have constantly changing staffs of reporters who do not consider reporting a profession that they can make their life work. Rapid "labor turn-over," which has been found expensive and unsatisfactory in industry, is equally bad in journalism, both for newspapers and for those young men and women who prefer reporting to other kinds of journalistic work. The cause of these constant changes is largely an economic one, for reporters are often less well paid than men and women in other positions in journalism and allied occupations. Although some papers pay adequate salaries to competent, experienced reporters, others do not. Until all papers make reporting sufficiently remunerative to keep good reporters, young men and women who like reporting and who succeed in it should consider the opportunities for service to the community which news gathering and writing afford, and, like teachers and preachers, be willing to accept a smaller salary than their preparation and experience seem to deserve. Much of the most important work in the world is done by men and women for financial rewards disproportionately small compared to the results achieved. Reporters who find opportunities for service to the community in which they are working should not flit from paper to paper merely for increases in salary; nor should they abandon newspaper work entirely for more remunerative positions. The satisfaction that comes from doing well work that we like is the highest of rewards.

SUGGESTIONS

1. Always have at hand several soft black pencils.
2. Take notes on folded copy paper rather than in a notebook.
3. Keep a pocket date-book for all future events and news possibilities.
4. Get all the news; don't stop with half of it.
5. Run down every clue whenever the character of the news warrants it.
6. Work rapidly; don't putter.
7. Don't make the necessity for speed an excuse for carelessness or inaccuracy.
8. Be especially careful about names, initials, and addresses.
9. Don't take rumors for facts.
10. Persevere until you get what you were sent for; don't come back empty-handed.
11. Be resourceful in devising ways and means of obtaining news, and of getting it to your paper as soon as possible.
12. Study your paper to see to what kind of news it gives greatest space and prominence.
13. Familiarize yourself thoroughly with the whole city, and especially with every place on your own run.
14. Never neglect even for a day a news source on your regular run.
15. Make acquaintances among all classes of people with whom your work brings you into contact.
16. Interest your friends and acquaintances in your work so that they will coöperate with you in getting news.
17. Gather all news quietly and unobtrusively.
18. Be tactful with every one; never make an enemy.
19. Never betray a confidence no matter how big the "scoop" would be if you did.
20. Remember that you can always be both a gentleman and a good reporter.
21. Find out in advance all you can about the person to be interviewed.
22. Always know exactly what information you desire before beginning to interview a person.
23. Get advance copies of anything to be quoted directly or indirectly in a news story.
24. Mark the release date plainly at the beginning of all advance copies or stories.

25. Get photographs of persons and events if possible, and write a description on the back of the photographs.
26. File telegraph stories at the earliest possible moment.
27. Always follow instructions.
28. Mail stories, either by regular or special delivery, whenever they will surely reach the newspaper in time for the edition for which they are intended.
29. Never put off till to-morrow sending news that is new to-day.

CHAPTER IV

STRUCTURE AND STYLE IN NEWS STORIES

Writing the News. After the reporter has found the news and has collected all the important details concerning it, he must write it up for publication. To present the news effectively is as important as to get it. Many a good piece of news has been spoiled in the writing. The raw material of fact must be transformed skillfully into the finished product of the news story. The reporter is supposed to be able to write an adequate report. When he does not, the copy-reader or the "rewrite man" is called upon to make good the reporter's failure. Ordinarily the copy-reader needs only to polish off the rough edges. The work of the good reporter ought to require little or no editing. The careless, slovenly writer is not a welcome addition to the staff of any paper. The less editing a reporter's copy requires the more satisfactory will he be.

Preparation of Copy. All copy is written on one side only of soft, white "copy paper" furnished by the newspaper. The first essential of good copy is legibility. Typewritten copy, double or triple spaced, with fair-size margins, is always preferred. Copy should never be single spaced, because it makes editing practically impossible. In long-hand writing, likewise, liberal space should be left between the lines and for margins. In such copy the "u's" should be underscored and the "n's" overscored in order to differentiate them. Proper names in long-hand copy should be printed to avoid errors in spelling. If the story is begun halfway down the first page, the copy-reader will have enough space on that sheet to write the headline.

Quotation marks, or "quotes," as they are called, should be enclosed in half-circles, thus, "stunt," to indicate whether they are beginning or end marks. A small cross may be used to advantage for a period. Numerical figures and abbreviations that are to be spelled out should be enclosed in a circle. Each paragraph should be indented, and the first word of it should be preceded by a mark like a capital "L," thus **L**; if a new paragraph is desired where there was none in the copy as first written, the paragraph sign (§) should be used. At the end of every complete story should be placed the end mark (#); if the story is incomplete, the word "more" is written beneath the last sentence.

Additions to follow the last sentence of the story are marked with the name of the story and the abbreviation for additions; thus, "Add 2 Hotel Fire" means that the piece of copy is the second addition to the hotel fire story; "Add 1 Wilkins Suicide" means the first addition to the story of Wilkins' suicide. Additions to be inserted in the story are marked "Insert A — Johnson Will Case" for the first insert in the "Will Case" story, "Insert B — Trolley Collision" for the second insert in the collision story. The place at which the new piece of copy is to be inserted is often indicated thus: "Insert after first paragraph of lead — Murder Trial."

Typographical "Style." For such details of typographical "style" as capitalization, abbreviation, hyphenation, and use of numerical figures, every newspaper has a set of special rules, sometimes printed in a so-called "style book," that are invariably followed by copy-readers and compositors. When a reporter begins work on a newspaper, he should learn as quickly as possible the paper's printed style rules, or, if there are no printed rules, he should study the news stories as examples of the practice followed in the office. The best way to do this is to go

over the style book, or a copy of the newspaper, marking all points of style that are different from those to which the writer has been accustomed. By memorizing these points of difference, he will soon be able to follow them in his own writing. Some newspapers have an "index expurgatorius," or list of words and phrases to be avoided. These "don'ts" generally embody common errors of diction, but they not infrequently include also some pet aversions of the editor-in-chief, the managing editor, or the city editor, that are matters of preference rather than of good usage. Reporters will do well to observe carefully how their stories are changed by editors and copy-readers, and in all matters of style should make their work conform to the preferences of their superiors.

The style sheet used for a number of years in the Course in Journalism at the University of Wisconsin is printed in the Appendix to this book, to indicate the points usually considered in typographical style, rather than to set up a model style for newspapers.

Structure and Style. In news writing, as in all literary composition, the two points to be considered are: (1) the structure, or the arrangement of material in sentences, paragraphs, and whole stories; and (2) the style, or the manner of expressing ideas.

A discussion of style deals with (1) the elements of style; i.e. words, figures of speech, sentences, and paragraphs; and (2) the qualities of style, including (a) the intellectual qualities of simplicity and clearness, (b) the emotional qualities of force, humor, and pathos, and (c) the æsthetic qualities of melody, harmony, and taste.

Types of News Stories. In a consideration of the structure and style of news writing, three types of news stories are to be differentiated: (1) the informative story that aims to present the facts of the news as simply, concisely, and directly as possible; (2) the informative news story in

which the human interest elements are developed; and (3) the "human interest," or "feature," story that deals in an entertaining way with trivial incidents of little news value.

The purely informative type, which depends on the facts themselves for its interest, is the most common, because much of the news needs only to be recorded in a simple, direct manner. The aim in writing these stories is to give the reader the facts so concisely that he can grasp them instantly. No attempt is made to add to the interest by literary devices.

By developing the human interest elements in an informative news story, the writer undertakes to increase the appeal made by the facts themselves. Description of the persons and places involved in the news, direct quotation for accounts of participants and eye-witnesses, and other methods of fiction are employed to enliven the narrative of events. The emotions of the reader may be stirred by vivid description and narration. Humorous, pathetic, and dramatic incidents may be introduced to advantage into this type of story. This fuller development requires more space than does the simple, direct story of the purely informative type.

The "human interest," or "feature," story, which is considered at length in Chapter IX, deals with the little comedies and tragedies of the day's events that in themselves have scarcely any news value, but that when skillfully handled make entertaining reading. The same methods employed to develop the human interest elements in the informative news story may be used in the human interest story.

Conditions Affecting News Writing. Newspapers, as has already been pointed out, are written, published, and read under conditions radically different from those under which books are prepared and read. The generally accepted principles of literary composition are based

largely on the work of the best authors as published in book form. The conditions peculiar to the production and circulation of newspapers necessitate in news writing a modification of these principles of literary composition but not a change in their fundamental character.

The structure and the style of news stories are thus determined by (1) the conditions under which newspapers are written and published; (2) the conditions under which they are read; (3) the character of the readers; (4) popular taste; (5) the typographical form of newspapers.

The limited time within which newspapers must be produced requires rapidity in writing news stories and prevents careful revision, thereby restricting considerably those refinements of literary style that are possible in work which can be written and rewritten at leisure. Newspaper style is accordingly less finished than it might be under more favorable conditions. The similarity of news material handled daily likewise tends to the use of stock phrases, hackneyed and colorless, that might be avoided if the writer had a wider range of material and more time to pick his words and phrases. News must also be presented in a concise form, because newspapers daily receive much more news than they can print, and because they try to crowd as many news stories as possible into each issue. This conciseness tends to a direct but somewhat bald style.

The rapidity with which newspapers are read is another factor determining the structure and the style. Statistics show that the average reader spends only from twenty minutes to an hour a day in "getting the gist" of from 75,000 to 100,000 words of news and general reading matter, exclusive of advertisements. To aid him in this rapid reading, important ideas are placed at the beginning of sentences, paragraphs, and stories, where they will catch his eye. The time of day when newspapers are read also affects journalistic style. Evening papers, now more

numerous and generally more popular than morning papers, are read after the day's work is done, when relaxation and entertainment are sought, and when concentrated mental effort is difficult. Evening papers, therefore, usually undertake to present news in a light, entertaining form.

To attain large circulations papers must appeal to all sorts and conditions of men. They must attract and interest the masses as well as the business and professional classes. As the average American adult is said to have a sixth-grade education, the style of news writing in papers circulating among all classes must be comparatively simple.

The constant demand on the part of the public for novelty and variety in everything tends to the development of new forms and styles of news writing. New and original ideas that prove successful in one paper are quickly taken up by other papers. Fashions in newspaper editing spread rapidly. News writers, therefore, are encouraged to be original.

The narrowness of the newspaper column, permitting only five or six words to a line, necessitates much shorter paragraphs than those in literary prose. Long paragraphs are both less attractive and less easy to understand than short ones. Newspaper paragraphs, accordingly, are about one-third as long as those in literary prose.

Characteristics of News Writing. The effect of these conditions on the structure and the style of news stories may be summarized thus:

Elements of Style

WORDS —

1. As far as possible only such words should be used as are understood by the average reader.
2. When unfamiliar terms are employed, they should be explained briefly.

3. Concrete, specific words and phrases are preferable to general, abstract ones, because they are clearer and more interesting.
4. Trite, hackneyed phrases, although readily understood, lack freshness and originality.

FIGURES OF SPEECH —

1. Simple figures of speech, particularly figures of comparison such as similes and metaphors, are an aid to conciseness and clearness.
2. Elaborate and unusual figures of speech, as well as literary and historical allusions, are likely to interfere with rapid reading.

SENTENCES —

1. The construction of sentences must be evident at a glance, so that they will yield their meaning quickly.
2. Short and medium-length sentences are generally preferable to long ones.

PARAGRAPHS —

1. The length of paragraphs should be about one-third that of paragraphs in literary prose.

Qualities of Style

1. Newspaper style must be comparatively simple to be adapted to the intelligence of the average reader.
2. It must be absolutely clear, so that the meaning will be evident at a glance.
3. It should be rapid and animated, whenever possible, to sustain the reader's interest.
4. Humor and pathos may be employed to add to the appeal, especially in "human interest" and "feature" stories.
5. A smooth, easy style is pleasanter to read than a choppy one.
6. The style of news writing should conform to generally accepted usage and should be characterized by good taste.

Structure

1. Important ideas should be placed at the beginning of sentences, paragraphs, and stories, where they will catch the eye of the rapid reader.

2. Details of least importance are placed in the last paragraphs of a story, so that, if the exigencies of "make-up" demand it, they may be cut off entirely.

Clearness. Clearness is the first requisite of good news writing. Only when words, sentences, and paragraphs yield their meaning with the least possible effort on the part of readers, can news stories be read quickly. The education and intelligence of the average reader demand that this degree of clearness be attained by a comparatively simple style of writing. However effective they may be in other kinds of writing, elaborate sentence construction, literary diction, carefully wrought figures of speech, and historical and literary allusions ordinarily have no place in the news story. This does not mean that simpler literary devices must be abandoned entirely or that newspaper style must be bald and unattractive. News stories demand all the literary ability that the reporter possesses, for, besides presenting the news clearly, they must be interesting and readable. Effectiveness in a simple style lies in that choice and arrangement of words that enables readers to get the meaning with the least effort and the greatest interest.

Concrete, specific words and phrases are preferable to abstract, general terms, because they convey definite impressions, and hence are clearer and more interesting. Figures of comparison, such as similes and metaphors, may be important aids to clearness and interest. Both balanced sentences and parallel construction, because they indicate clearly the relation of ideas, can also be used to advantage.

Conciseness. Conciseness is the second essential of the style of the news story. This, again, does not mean that only the bare skeleton of news is required, for good news stories are clothed with flesh and blood to make them real and to give them human interest. Conciseness demands

that not a single needless word shall be used, that every detail shall be necessary for producing the desired effect, and that the length of the story shall be exactly proportionate to its interest and to its news value. If the reporter tests the value of each detail and can give a good reason for using it, he will not go far wrong as to the length of his story. If he can give an equally good reason for every word that he uses, his style is likely to have the desired conciseness.

Originality. Originality of expression in newspaper work is the quality that distinguishes the good writer from the fair and the mediocre one. Constant rapid writing on similar subjects leads to the use of the same words and phrases over and over again. Hackneyed expressions can be used with less effort and greater rapidity than new and fresh phrases, unless the writer has accustomed himself to think clearly and accurately in concrete, specific terms. The only way that the newspaper writer can make his work rise above the level of the average is by seeing more in persons and events than does the ordinary reporter and by expressing what he sees with greater freshness and individuality. The classic bit of advice given by Flaubert to De Maupassant, the French master of the short story, is of the greatest value to the newspaper reporter who would cultivate in his style both conciseness and originality. It is in part as follows:

Everything which one desires to express must be looked at with sufficient attention, and during a sufficiently long time, to discover in it some aspect no one has as yet seen or described. The smallest object contains something unknown. Find it.

Whatever one wishes to say, there is only one noun to express it, only one verb to give it life, only one adjective to qualify it. Search, then, till that noun, that verb, that adjective are discovered; never be content with "very nearly"; never have recourse to tricks, however happy; or to buffooneries of language, to avoid a difficulty.

This is the way to become original.

Good Usage and Good Taste. To some news writers originality seems to mean the use of the latest slang, allusions to the latest popular songs, "fine writing" for humorous effect, and such figurative expressions as are employed by some sports writers for novelty and variety. Such meretricious devices, as well as disregard by some writers of the generally accepted canons of good usage, have brought the term "newspaper English" into disrepute. Yet the style best adapted to news writing is simple, concise, and lucid; in short, a style that conforms to the best standards for all writing designed primarily to convey information. Even when news writers desire to make their work interesting and entertaining, it is not necessary to resort to methods that violate the principles of good usage and give offense to discriminating readers. By a careful choice of words, by humor that is neither cheap nor vulgar, by pathos that is not bathos, by every legitimate device, the best news writers make their work correct, original, and interesting.

Rapid writing does not necessitate the use of the dangling participle, verbs that do not agree with their subjects, or pronouns without antecedents—all of which not only detract from clearness but corroborate the idea that "newspaper English" necessarily means slovenly English.

Good taste characterizes the best newspaper style, as it does that of all good writing. Offensive facts in the day's news, for example, may be handled tactfully as they are by writers of good fiction, without prudery and without objectionable plain speaking. Humor does not require buffoonery, ridicule, or vulgarity to be successful, nor does pathos necessarily mean mushy sentimentality.

Since many who regularly read newspapers read little else, they are unquestionably influenced in their use of English and in their tastes by newspaper writing. To the

extent to which popular usage and popular taste are influenced by journalistic style, the responsibility of news writers as educators of the people is very great.

Paragraph Length. One of the distinctive peculiarities of newspaper style is the brevity of the paragraph. The width of newspaper columns permits about six words in a line. The result is that a paragraph of the length usual in prose style, i.e., from 150 to 250 words, would occupy from 25 to 45 lines and would appear disproportionately long for its width. Paragraphs that are long, or appear to be so, make a piece of writing look solid, heavy, and hence uninviting to the rapid reader. In newspaper work, accordingly, it has come to be recognized that shorter paragraphs are more effective. Paragraphs of from 25 to 100 words are considered the normal type for newspaper writing. In estimating the length of a newspaper paragraph, it is well to remember that one full line of typewritten copy makes two lines in print.

Often a paragraph, and particularly the first paragraph of a news story, consists of but one sentence. Paragraphs of two or three sentences are very frequent. A comparison of the structure of these short paragraphs with that of paragraphs in other kinds of prose, shows that what would be subdivisions, each with a sub-topic, in the common type of longer paragraphs, become independent paragraphs in the newspaper. The unity of the newspaper paragraph, therefore, is not less marked because of its brevity.

Sentence Length. Journalistic style has sometimes been said to be characterized by short, disconnected sentences that produce a choppy, staccato effect. Kipling, for example, is often described as "journalistic" in his abrupt, short-sentence style. As a matter of fact the style of the American news story is marked neither by distinctly short sentences nor by particularly abrupt transitions. The sentences in news stories, on the whole, are

not markedly different in length from those in modern English prose. The first sentence of the story, which gives the gist of the news, is sometimes from 50 to 75 words in length, and is therefore to be classed as decidedly long. But since sentences of from 15 to 30 words are likely to be less complicated in structure and hence yield their meaning more readily in rapid reading, they are preferable in news writing to distinctly long ones.

Emphatic Beginnings. The emphasis given by initial position is especially important in news stories. The reason is obvious. As the eye glances down the column in reading rapidly, the first group of words in each paragraph stands out prominently. Any climactic effect with the strongest emphasis at the end is lost to the rapid reader unless he follows the development of the thought from sentence to sentence to the close of the paragraph. The end of a long sentence, likewise, is an unemphatic position for an important idea.

This principle of emphasis at the beginning determines the structure of the news story. Into the first paragraph, as the place of greatest prominence, is put the most important part of the news. Into the first group of words of the first sentence of each paragraph is placed, if possible, the most significant idea of the paragraph. The least important details go to the latter part of the story, so that unless the reader is particularly interested he need not follow through the account to the end; and so that, if necessary, the latter part of the story may be cut off entirely without causing any loss that will be evident. The fitting together into columns of stories of different lengths after they are in type often requires that the last paragraph or paragraphs be cut off. This possibility adds to the importance of putting the least significant elements into the latter part of the story, and of concentrating the essentials at the beginning. It also requires that each paragraph be so rounded that it

may serve as the end of the story if those following it have to be thrown away.

The "Lead." The beginning, or "lead," of the story is the part that requires the greatest skill in the choice, the arrangement, and the expression of the essential elements of the piece of news. Nowhere is it truer than in the news story that "Well begun is half done." In the typical "lead" the reporter gives the reader in clear, concise, yet interesting form the gist of the whole story, emphasizing, or "playing up," the "feature" of it that is most attractive. The "lead," as the substance of the story, should tell the reader the nature of the event, the persons or things concerned, as well as the time, the place, the cause, and the result. These essential points are given in answer to the questions: What? Who? When? Where? Why? How?

The "lead" may consist of one paragraph or of several paragraphs according to the number and complexity of the details in the story. For short stories a one-paragraph "lead" consisting of a single sentence is often sufficient, because the gist of the news can be given in from 30 to 75 words. For a long, complex story consisting of several parts, each under a separate heading, an independent lead of a number of paragraphs may be written as a general introduction to the different parts. Usually, however, the lead is an integral part of the story, giving the substance of the news in a paragraph or two, in such form that all the rest of the story may be cut off without depriving the reader of any essential point.

"Playing up the Feature." Before the reporter begins to write, he must determine what is the most significant and interesting phase of his piece of news; in other words, the "feature" of it. It is this phase that must be emphasized, "played up" or "featured," as newspaper men say. As the "feature" of a piece of news is the most interesting phase of it, the reporter must apply to his

raw materials of fact the tests of news values discussed in Chapter II. The element of his news, therefore, that will be of greatest interest and significance to the greatest number as measured by these tests, he should select as the "feature." In addition to the "feature" he must present all the important facts that are necessary to make clear the "feature" and its relation to the rest of the news of which it is a part.

In accordance with the principle of emphasis at the beginning of the paragraph, the "feature" of the story should be placed in the first group of words of the opening sentence of the lead. Although any of the essential points may be "played up," some are less likely than others to deserve that emphasis. The time of the event, for example, is generally not a significant point in the story, and therefore stories should seldom begin with "Early this morning," "At two o'clock this afternoon," "Yesterday," or similar unimportant phrases. Occasionally the exact hour of some action, such as the adjournment of Congress or of the state legislature, which has been anticipated but could not be definitely fixed in advance, has enough interest to warrant giving it the initial position in the lead. The names of persons are not usually placed at the beginning unless they are sufficiently prominent to deserve this emphasis. When a man is not known to a number of readers, his name is of less interest than details of the news in which he is involved. Names of prominent persons, on the other hand, attract the desired attention at the beginning of the story. The place of the event is generally indicated by the date line in telegraph news, and is not played up in local news stories except in unusual cases. News stories should not begin with "At 116 Western Avenue," "In the lobby of the Strand Theater," "On the corner of Williams and Chestnut streets," "Near the New York Central Station," for rarely is the exact location the

most important point. Peculiar or important causes, results, or circumstances are likely to be the best features, because, as has been said, unusual, curious, new phases of activities have the greatest interest for most readers. How each of the different essential elements of the lead may be given emphasis in the initial position is shown in the following examples:

The Time

(1)

At 3:30 this afternoon the session of the legislature came to an end when the senate adjourned sine die.

(2)

In the last minute of the game, Winton college defeated the State Normal school by a score of 6 to 0 in the best football contest of the season on the local gridiron.

The Place

(1)

In the lion's cage of Barnum's circus was performed last night the marriage ceremony uniting Miss Ada Rene, trapezist, and Arthur Hunt, keeper of the lions, Justice of the Peace Henry Duplain officiating from a safe distance outside the cage.

(2)

Washington, Nov. 11 (By The Associated Press) — Under the wide and starry skies of his own home-land America's unknown dead from France sleeps tonight, a soldier home from the wars.

The Name

(1)

Governor Wilkins denied the rumor today that he will call a special session of the legislature to consider the defects in the primary election law passed at the last session.

(2)

The United States Steel corporation will raise the wages of its unskilled workers here 20 per cent on Sept. 1, according to the announcement posted at the office of the local plant this morning.

The Event

(1)

Fire completely destroyed the four-story warehouse of the Marburg Furniture Co., 914 Oxford Street, today, causing a loss of \$30,000, covered by insurance.

(2)

Daylight saving time went into effect throughout the state when all of the clocks were turned back at one o'clock this morning.

The Cause

(1)

Reckless driving on city streets caused the death of two speeding drivers of automobiles here on Sunday.

(2)

Failure to pass the proposed garbage disposal plan by the city council last night leaves this city without any system of collecting garbage for another month, unless the mayor calls a special session of the council.

The Result

(1)

Twenty miners are entombed in the Indian Creek Coal Company's main shaft following an explosion early this morning which blocked up the entrance, but which did not, it is believed, extend to the part of the mine where the men imprisoned were at work.

(2)

Three-hour final examinations will be held in all university classes beginning next June, as a result of the action taken by the university faculty at its monthly meeting yesterday afternoon.

The Significant Circumstance

(1)

Posing as a gas meter inspector, a thief gained access to the home of John C. Schmidt, 1416 Cherry Lane, yesterday afternoon, and carried off a gold watch and a pocketbook containing \$20.

(2)

By a 2 to 1 majority over his two rivals, John M. Paul won the primary election for mayor yesterday, with 15,789 votes to Arthur Harrison's 5,125 and William C. Garvin's 1,983.

How to Begin. The grammatical form in which the feature is presented in the first group of words of the lead varies according to the character of the point to be emphasized. Some of the convenient types of beginning are: (1) the subject of the sentence, (2) a participial phrase, (3) a prepositional phrase, (4) an infinitive phrase, (5) a dependent clause, (6) a substantive clause, and (7) a direct quotation.

The subject of the sentence frequently contains the most telling idea of the lead and therefore occupies the emphatic position at the beginning, as in the following stories:

(1)

One-way traffic on Chestnut and Beech streets to avoid the present congestion and lack of parking space, is advocated in a report of the traffic committee of the Lafayette Chamber of Commerce presented to the directors at their weekly meeting this noon.

(2)

The electric lighting system in the West Park district was put out of commission for three hours during the sleet storm last night, when a large elm tree fell at Race and Sixth streets carrying down with it the feed wire supplying the suburb.

(3)

Three unknown bandits robbed a conductor on the Hartford and North Haven Electric Railroad at the Westlawn siding shortly before midnight, and secured about \$25. One of the robbers covered the motorman with a revolver while the other two went through the pockets of the conductor. No passengers were in the car.

A participial phrase, as the first group of words, is often a convenient form in which to "play up" a significant feature. The participle must always modify the subject of the sentence. The "hanging," or "dangling," participle which does not modify the subject, and the participle used substantively as the subject, are faults to be avoided. Effective use of the participial phrase is shown in the following leads:

(1)

Speeding homeward from Europe to see their daughter who is ill in Chicago, Mr. and Mrs. Arthur Spraugton arrived here on the Homeric this morning and an hour later were on board the Twentieth Century Limited for Chicago.

(2)

Defending his stand against the reduction of teachers' salaries, Superintendent of Schools Warner declared that he would appeal to the parent-teachers association in each ward to urge a larger appropriation by the city council next week to enable the board of education to maintain the present scale.

(3)

Overcome by remorse because he had deserted his wife and three small children in Sioux City, a man who gave his name as John Watson appealed to Secretary May P. Lane of the Associated Charities to furnish him a railroad ticket so that he might return to them.

Prepositional phrases, either adjective or adverbial, may be used to bring out an emphatic detail; for example:

(1)

Under the contributory pension measure for all city employees, signed by Mayor Wilcox this morning, 125 persons who work for the city may retire at the age of sixty on an annuity of approximately fifty per cent of their average salary during the five years preceding their retirement.

(2)

By jumping fully dressed into the ice-cold water of Lake Orton, William Weiss, janitor of the Martin apartments, rescued Arthur and Frank Neidner, 13-year old twin sons of Carl Neidner, 118 Tenth street, who were thrown into the lake last night when their canoe capsized near the shore.

Infinitive phrases may be employed to advantage, as in the following cases:

(1)

To rescue his three-year old son from death when his own home burned yesterday afternoon, fell to the lot of John Morrissey, of Engine 14, when, with his company, of which he was temporarily in charge, he responded to an alarm of fire from Box 976, near his home at 161 10th Street.

(2)

To prevent private monopoly of the water powers of the state, Senator H. G. Waters introduced a bill into the senate this noon providing for the purchase or control by the state of desirable sites for the development of water power.

(3)

To encourage saving by boys and girls in the Dover public schools, the First National Bank announced today an offer of prizes amounting to \$100 for the three children who save the most during the coming school year. All contestants must present a detailed report of the amounts they have earned and saved.

Causal, concessive, conditional, and temporal clauses at the beginning of a story make possible the desired emphasis in an effective form; for example:

(1)

Because their nominating petitions did not contain enough names of qualified electors, two candidates for alderman, Charles Swain, Fourth Ward, and Peter

[Connolly, Tenth Ward, will not have their names on the ballot in the coming spring election, according to City Clerk Johnson.]

(2)

[Although Coach Stoughton is being urged by alumni to return for the fall football season, he was unwilling to say today whether or not he would reconsider his resignation placed in the hands of the trustees last week.]

(3)

[If the popular summer concerts of the Philharmonic Orchestra are to be continued next season, a guarantee fund of at least \$5,000 will have to be raised, according to Director Karl Unverhau. The deficit this summer, he said this morning, made another year impossible without a guarantee.]

(4)

[While he was demonstrating a patent fire escape of his own invention, Oscar Winkel, a machinist, 1811 Tenth street, fell from the second story of the apartment house at that number and escaped with a broken arm and a dislocated shoulder.]

A substantive clause as subject of the first sentence of the story is often convenient, particularly for an indirect quotation in reports of speeches, interviews, testimony, etc. The different forms available are shown in the following leads:

(1)

[How wages in industry can be adjusted to the cost of living in every community in this country, was explained by Bruce T. Blaine, head of the industrial relations department of the John R. Stokes Motor company, at the weekly luncheon of the Rotary club at the Park hotel this noon.]

(2)

[Why the Monroe Street Railway company is unable to pave between its tracks unless a higher fare is permitted by the Utilities Commission, was brought out in the hearing before the transportation committee of the city council at the city hall last night.]

(3)

That the two witnesses to the will of the late John R. Shields did not see him sign the document and did not sign it in the presence of each other, was developed yesterday afternoon in the suit of Frank W. Shields, his step-son, brought in the probate court to have the will declared void.

A direct quotation at the beginning is the means of getting before the reader at once the important statement of a speech, report, interview, confession, etc. The following examples, and those given in the discussion of reports of speeches and interviews in Chapter VI, illustrate the effective use of the quotation.

(1)

"I took the shoes so that my little girl could go to school on Monday," was the defense that John Hoppiman offered in the Police Court this morning when charged with stealing a pair of shoes from the Palace Shoe Company's store on Eagle Street last night.

(2)

"No cigarettes sold to minors" is the sign conspicuously posted in all places where tobacco is sold, because the new ordinance recently passed by the board of aldermen went into effect today.

Beginnings to be Avoided. The rule that a news story should never begin with the articles "a," "an," or "the," is neither supported by actual newspaper practice nor based on entirely sound principles. Good emphasis at the beginning is what such a rule strives to secure, and, in so far as it calls attention to the desirability of beginning the story with an important word in place of an article it is justified. Often, however, in order to get the most significant element into the first group of words it is absolutely

necessary to use one of the articles. Sometimes an article is unnecessary before the noun at the beginning; for example: "Fire destroyed," etc., is more concise than "A fire destroyed," etc., and "Government ownership of telegraph lines was urged," than "The government ownership of telegraph lines was urged."

Numerical figures should not be used at the beginning of any sentence in a news story. To avoid putting the figures first when round numbers are given, such forms may be used as "About 250 students," "Over 1,200 chickens," "Nearly 750 gallons of milk." If it is considered desirable to have numbers at the very beginning, they may be spelled out, thus: "Three thousand citizens greeted," etc., "Two hundred pounds of candy were strewn along Broadway," etc.

Explanatory Matter. In the lead of all stories of events that are closely associated with preceding events, such as "follow-up" stories, it is customary to give briefly sufficient explanatory information to make the event described clear in its relations to the earlier ones. This is necessary because readers may have overlooked the stories of the preceding occurrences. An explanatory phrase or clause is generally sufficient, but sometimes a whole sentence is necessary.

Unconventional Leads. Instead of starting with the usual summary lead containing all the essential points of the event, some stories begin with the particulars leading up to the event and thus keep the reader in suspense as to the nature and result of the happening until he has read the greater part of the story. These stories in their structure approximate fictitious narratives such as the short story.

An example of this type of story that follows the chronological order instead of beginning with a summary of the facts, is the following from the *New York World*:

Claudio Salto, who says he was once a noted hero of the bull rings of Spain, walking through the lobby of the Pennsylvania Hotel a month ago, was accosted by a waiter who said he had heard Senor Salto had a plan by which even an humble waiter could become a millionaire.

"But the waiter," said the haughty Spaniard, "must have \$300." The waiter said he had more than that.

At the room of Salto, No. 1051 Arnot Street that night, the toreador produced a little box with a crank in the side. He opened what looked like a book entitled "Spring Poems" and from its box-like interior produced three little bottles of chemicals.

He dampened a blank sheet of paper the size of a dollar bill with a chemical, inserted it with an old \$5 bill, turned the crank and from the other end of the box slipped out a beautiful new \$5 bill. The waiter paid over the \$300 in marked bills, explained he was really Detective Sergeant Salvator Ronnella, of Police Headquarters, and the Spaniard has since been in the Tombs.

Arraigned to-day before Judge Mulqueen in General Sessions, Salto pleaded guilty, and was remanded for sentence.

Another example of an unconventional opening that stimulates the reader's desire to know more of an unusual incident is seen in the following story:

If it hadn't been for a woman's curiosity Wadislaus Brinko, who owns a Lithuanian rooming house at 231 East Hain street, wouldn't have confessed to the police yesterday that he shot and killed Jacob Watus, a roomer in his house, on Oct. 23.

A coroner's inquest was proceeding in a routine way the day following the shooting and the jury was about to render a verdict of death by suicide, when Mrs. Anna Hannok, 416 Highland place, appeared on the scene. She had been attracted by the crowd outside the undertaking rooms, she said.

The testimony up to the time of Mrs. Hannok's appearance had plainly indicated suicide. Suddenly she electrified the jury by pointing to Brinko and crying:

"Ask him where he got the gun."

The inquiry, interrupted by this dramatic incident, was adjourned until yesterday. Shortly before the inquest was resumed, Brinko broke down and admitted that he had killed Watus. He asserted, however, that it was an accident.

Distinctive beginnings which are also calculated to attract attention by reason of the question form are shown in the following stories taken from the *Chicago Tribune*:

(1)

"Shall we shoot old preachers?"

Several aged ministers attending the Rock River conference at the First Methodist Church of Evanston sat bolt upright in their seats last evening when Rev. George P. Eckman, editor of the Christian Advocate of New York, asked the question. They blinked hard and in unison when he repeated it.

"Shall we shoot old preachers?"

A general sigh of relief was heard when he offered his explanation.

"We might as well shoot them," he said, "as let them starve on the pitifully small incomes that some of them have. Shooting them would be more humane. They have served long and useful lives. Why should their last days be spent in want and suffering?"

Rev. Eckman was the principal speaker at the anniversary of the Society for Superannuated Preachers. He dwelt at length on the increasing hardships that confront the preacher who has grown too old to perform active service.

(2)

Who is responsible for the collapse of the Pearl Theatre in Western avenue?

Who permitted the construction of a roof which the results show was a menace to the lives of many people from the time the theatre was opened?

How much of the blame is on the city building department?

How much blame attaches to the city council?

How about the architect and the owner of the theatre?

How many other Chicago theatres — picture theatres and theatres of various types — are as dangerous potentially as was the Pearl theatre?

Questions such as these will be met by the council committee on buildings, which tomorrow will take up an inquiry into the Pearl theatre case. The roof of the Pearl, Western avenue and Downey street, caved in last Monday morning and a disaster was averted because no show was in progress at the time.

Another type of lead begins with a very short sentence that usually states the most significant fact in the story. This short statement may be followed by a longer explanatory one that contains the other essential details, or by a series of short sentences each of which contains an important detail. This kind of lead is in reality only the breaking up of the long one-sentence lead containing all the essentials, into two or more shorter sentences. Greater emphasis is thus gained for the particulars set off in the short sentences. Examples of these leads are:

(1)

The crime wave is over. Chief of Police Watson says so. Over 1,500 applauded his statement at the high school auditorium last night. Every one present was convinced that the police have the situation in hand.

(2)

The "fatherless frog" is in Washington. He arrived here this morning. He has two big bulging green eyes, a big white throat, and for all the world looks just the same as millions of his brothers who occupy thrones on lily pads in some muddy creek. According to Prof. Jacques Loeb of the Rockefeller Institute of Research, however, this particular Mr. Frog, on exhibition before the Congress of Hygiene and Demography here, was hatched from the egg of a female by chemical process.

While visitors are greatly interested in this orphan frog, learned professors are busy challenging his chemical parentage.

Professor Loeb says that his fatherless frog is the culmination of years of effort and that with but little more study he will be able to produce other forms of life resulting from his study of parthenogenesis.

Originality in the treatment of ordinary material is illustrated in the following beginning of a report of a conference on rural problems.

The little red schoolhouse and the big yellow ear of corn, how to develop each and how to correlate their interests, was the problem discussed yesterday afternoon by a committee of the Wisconsin Bankers' association and a number of distinguished educators and public officials. After the meeting at agricultural hall was over, it was apparent that the problem of the big ear of corn was in a fair way of solution, but the little red schoolhouse still remained an enigma.

The various speakers painted glowing pictures of how two ears of corn could be made to grow where one or none is growing now, and how farm life could be beautified and uplifted so that the boys and girls would quit rushing to the cities to add to the poverty of the nation and would remain on the soil to add to the country's wealth. How to hook the country schoolhouse on to this uplift movement did not seem so easy. The various educators present who knew something of the problem it presented, smiled at the altruistic simplicity of the bankers in taking up the problem and were loud in their praise of the monied men for so doing. The bankers could count on co-operation, they said.

The meeting was an informal conference between the committee on agricultural development and education of the Wisconsin Bankers' association and other organized activities along allied lines, and was held in a classroom of agricultural hall. L. A. Baker, of New Richmond, chairman of the committee, presided.

In the less conventional types of lead, various beginnings are used for novelty and variety, often to excellent advantage. The two examples given below show some marked departures from the usual kinds of beginning.

(1)

THIS PLACE CLOSED BECAUSE OF BURGLARY. GETTING NEW STOCK. BURGLARS TOOK EVERY THING.

This was the placard in the window of the Empire Waist Company, 155 West Washington St., this morning. It was alone in the show window, for the wax figures usually adorned with the latest styles in blouses were missing.

"Burglars took everything" was right. When David Levin, the proprietor, opened his store early this morning prepared to do his usual Saturday business, he found nothing left in the store. Burglars had even taken the blouses from the wax figures in the show window.

Then he lettered the sign, stuck it in the window, and adjourned business until he could buy a new supply of goods.

About \$1,200 was the value of the stock stolen, according to Mr. Levin.

(2)

LOST — Airedale, six months old, answers to name of "Buddy". Child's pet. Reward; no questions asked. 216 Riverview Boulevard.

For three days and nights three-year old Marjorie Walker has been crying for her "Buddy" who disappeared from the home of her father, John C. Walker, 216 Riverview Boulevard, but today she hopes that someone will see the above advertisement and bring back her pet.

"Boxed Summaries." To give greater prominence to interesting statistics, summaries, excerpts, and lists than is possible in the lead, these facts may be placed before the regular lead, usually surrounded by a frame, or "box," and printed in black face type. Although this arrangement is

determined by the editors and copy-readers, the reporter may select and group significant facts in such a way that those who edit his copy can readily mark them to be "boxed" and set in the desired kind of type. Lists of dead and injured in accidents; telling statements from speeches, reports, or testimony; statistics of interest; summaries of facts; and brief histories of events connected with the news story at hand, are frequently treated in this way. If not placed before the lead, these "boxed" facts are put at a convenient place in the body of the story. Brief bulletins, likewise, containing the latest news are often "boxed" and set in heavier type.

(1)

SOUTH POINT FIRE LOSS

Elevator B.....	\$300,000
Wheat, 377,000 bu.....	403,390
Flax, 227,000 'u.....	274,670
Barley, 7,000 bu.....	3,360
Western Pacific Dock.....	30,000

Total Loss.....\$1,011,420

Over a million dollars' worth of property on South Point was consumed within two hours yesterday afternoon when fire destroyed Elevator B of the Northern Elevator Company and the dock of the Western Pacific Railroad Company, and imperiled surrounding property valued at another million.

(2)

TAFT ON THE IRISH

They have accentuated American wit.
They have added to American tenderness.

They have perhaps instilled in the American a little additional pugnacity.

They have increased his poetic imagination.

They have made him more of an optimist.

They have suffused his whole existence with the spirit of kindly humor.

Eight hundred members of the Charita-

ble Irish Society gave Chief Justice Taft a notable ovation at their 175th annual dinner held at the Hotel Somerset last night.

(3)

TROLLEY CRASH VICTIMS

The Killed

Muckly, Mrs. Theresa, 47 years, cook, 1916 Flushing Avenue.

Flesner, Jacob, 26 years, machinist, 2717 Hawthorn Street.

Block, Marie, 15 years, cash girl, 616 Parkway.

The Injured

Claxton, Mary, 10 years, 1414 Cedar Street, broken nose, scalp wounds, St. Mary's Hospital.

Shumacher, Mrs. Ida, 42 years, 191 12th Avenue, right arm broken, internal injuries, St. Mary's Hospital.

Perkins, Charles, 31 years, 157 Washington Street, dislocated hip, scalp cut, Roosevelt Hospital.

Three passengers were killed, three seriously injured, and a dozen more badly shaken up when a south bound trolley car on the Wellington Park line crashed into one ahead that had stopped to take in passengers, at Fifty-second Avenue and Howard Place last night.

The Body of the Story. Following the lead is the body of the story, which generally consists of a more or less detailed account of the event. The main part of the report usually presents the incidents in the order in which they took place. In choice and arrangement of particulars, therefore, it does not differ from narration in general. As in all narration, so in news stories, it is essential to pick out those particulars that are most interesting and most significant in relation to the feature of the news. If the details are arranged in chronological order, and this order is made evident by means of connective words and phrases, the reader can follow the account easily from beginning to end.

All the methods used by writers of fiction to make short stories and novels realistic and attractive may be applied

to the writing of news. Concise descriptive touches that suggest the picture rather than portray it by detailed description, are always effective. Accounts of eye-witnesses, exclamations and remarks made by the bystanders, comments by those concerned, dialogue between persons involved, when given in the form of direct quotations, all add to the life and interest of the story. Every legitimate literary device can be used to advantage in the writing of the day's news, provided that it does not require too much space, for above everything else the news story must be concise.

Good emphasis at the beginning of each paragraph should always be sought, because in rapid reading the eye catches first the initial group of words at each indentation. Unimportant connective phrases and clauses should seldom be given this position of prominence, but should be buried in the sentence. The emphasis at the end of each paragraph in the news story is not great and can therefore be disregarded. Although a paragraph need not end emphatically, it should be rounded out to give the effect of completeness. Each paragraph should preferably be a fairly independent unit, that can be taken out of the story without serious loss.

Examples of Complete Stories. The selection, arrangement, and presentation of the important details involved in the collapse of a house during a storm are illustrated in the following story:

With flimsy foundations cut away by a flood of rainwater in its cellar, a three-story brick house built at 721 Arthur Street, more than sixty years ago, collapsed last night during the height of a storm, burying three persons in the wreckage. One was thirteen-year-old Samuel Witzler who, while swimming in the rain water that had flooded the cellar, was crushed to death.

Thirty minutes of hard work by the

firemen and police reserves uncovered two women who had been caught in the wreckage as they sat in a parlor on the third floor of the house and had been buried in the avalanche that swept into the rear courtyard. They were Mrs. Rose Witzler, a widow, the owner of the house, and her guest, Mrs. Clara Schwartz of 561 Wilson Avenue. Both were taken to the hospital in a critical condition.

Each heavy rain of this summer has flooded the cellars of eleven houses on the west side of Arthur Street at this point to such a height that it was the general opinion of the tenants that a sewer had broken somewhere in the neighborhood and that there was no way for the heavy floods to escape. Reports were made to the Sewer Department and to other officials in the Department of Public Works and, according to the tenants, investigations were made, but nothing was done to check the floods.

Quick to take advantage of swimming holes that often had more than four feet of water in them and remained accessible for several days, the boys of the neighborhood early this summer had abandoned trips to the river for the good swimming in the deep cellars all along the block. Some of them had even been able to pass from cellar to cellar through holes cut in the flimsy dirt partitions. There was such a hole between the house at 721 and that at 723, part of which was also torn away by the sudden collapse of its neighbor.

As soon as the rain water began to pour into the cellar last night thirteen-year-old Samuel Witzler left his mother and her guest talking in their rooms on the third floor of the house and, calling his nine-year-old chum, Frank Arnold, ran to the cellar to swim. Frank said that Samuel had just finished taking off his clothes and was about to dive off the top cellar step into the dirty flood pouring into the cellar when the boys heard a dull rumble.

"Some thunder," said Samuel as he jumped into the water.

Just at that moment, Frank told the police, he saw the beams over the cellar splinter slowly and begin to sink into the

water with a cracking sound, and he heard thundering noises as the brick walls collapsed overhead.

"I yelled to Samuel to come on, that lightning had hit the house," Frank said, "and I started to run out without my clothes. I did n't see Sam any more. He did n't come out of the water. He could n't. The floor fell on him."

After laboring slowly for more than five hours in constant fear that the remainder of the wrecked building and perhaps adjoining structures would crash into the pit, the firemen at midnight found the body of the boy in the mud and debris on the floor of the cellar. Caught in a corner farthest from the stairway, he had been unable to escape when his playmate gave the alarm.

As the rear part of the structure crashed quickly into ruins, the front wall remained standing with about twenty feet of the two side walls. Trapped in a bedroom in this front part, a chasm behind her, stairway swept away and no fire escapes to run down was Mrs. Witzler's eight-year-old daughter Pearl, who had been sent to the front room to play with her dolls while her elders visited in the rear parlor.

Screaming for help, Pearl climbed to the window ledge and was about to jump when she was ordered back by families that were running down the fire escapes of the partly demolished building at 723. None of the men was able to devise any way of getting the child across the six feet of space between her window ledge and the platform of the fire escape until fifteen-year-old Alfonzo Smith joined the group as he was assisting members of his family to escape from the third floor of 723.

Alfonzo instructed the men to thrust a plank out from the fire escape under the window and to hold it firmly while he walked out upon this narrow board to coax the frightened child into his arms. He had difficulty turning around on his narrow platform after the child had gripped him tightly around the neck, but he got back safely to the fire escape.

Reserves from the Washington Avenue police station and four other stations roped off the entire block and gradually drove

everybody out of the street, because they feared that the entire row of eleven buildings on the west side might collapse at any moment. Patrolmen ran through house after house seeking bedridden persons who might have been abandoned in the excitement, but they found that all the tenants had escaped. When they learned later that the boys had been in the habit of swimming in the cellars the patrolmen went back to search again. They found no one.

The only person who reported to the police that he had seen the collapse of the building from the moment the rear wall began to crumble was Fireman John P. Harris of Engine Company 10 who, on leave from duty, saw it all from the rear of his house at 730 Green Street, directly behind the Arthur Street house.

Harris said that he had noticed the two women sitting near the window of the rear room of the Arthur Street house a few minutes before the building collapsed. A second after a burst of lightning had flickered out, he said, he saw the brick wall crack slowly, bulge out and then settle into ruins as beams, planks, roof and flooring tumbled down.

He told of seeing two women start from their chairs in fear and vanish from the windows. From the positions in which the unconscious women were found in the debris it is believed that they reached the head of the stairs in the hallway when they were caught in the avalanche of timbers. Harris immediately ran out of the house to direct the firemen and police reserves to the spot where he thought the women were buried.

Ex-soldiers, who joined the rescue squads at work on the ruins, said that the wrecked building looked as if it had been chopped off by a big shell. Hanging out of one of the rooms that had been sliced off was a small single bed. Frank said that it was the bed of his playmate who had perished in the water in the cellar. Rugs, chairs and other furniture hung over the jagged floors, partly in and partly out, and one of the rescuers, James Gail of 723 Arthur Street, was severely cut on the

scalp by some of this falling debris as he labored to rescue the injured women.

Reports from the hospitals last night were that the two women were seriously injured, but would recover. Mrs. Witzler suffered a fracture of the arm, several cuts and contusions and probably internal injuries. She was taken to St. Luke's Hospital. Mrs. Schwartz suffered a compound fracture of the right arm, a fracture of the left arm and internal injuries. She was taken to Hinton College Hospital.

Investigation of the collapse was begun immediately by Arthur Wilkins, chief engineer of the Sewer Department; Police Inspector William Corton; Assistant District Attorney Nicholas Cary, and officers of the Fire Department. They learned that the building was about sixty years old and that it had been put up without substantial stone foundations. They said it appeared that the brick walls rested upon dirt. No one was ready to say last night whether a broken sewer had caused the flood in the cellars.

When a story covers considerable time because the incidents leading up to the principal event took place a week or more before, care must be taken to keep the time element before the readers in order to make the series of incidents clear in their relation to one another. The following story shows the arrangement of material in such a story:

Because he unknowingly tried to swindle the same young woman twice within three weeks by means of a "want ad," Arthur M. Howell, who says his home is in Yukon, Alaska, was arrested at the Hixon Hotel last night. The similarity of a "want ad" in the Sun a few days ago to one in a Denver paper recently, led Miss Emma Bunde of Denver, who had been swindled out of \$280, to notify the local police, and through her efforts Howell was placed under arrest.

When, three weeks ago, an advertisement appeared in the Denver paper for a young woman to act as secretary to a

business man during a three months' trip through Europe, Miss Emma Bunde, then a stenographer in a railroad office in Denver, answered it, offering her services. In reply to her application, Howell arranged a meeting with her and engaged her for the position.

At her new employer's suggestion, she withdrew her savings amounting to \$280 from one of the Denver banks, and accompanied him to Kansas City. When they arrived there, he offered to take her money for safe keeping and she entrusted the whole amount to him. At the same time he gave her \$25, as an advance payment on her salary, and told her that they would continue their journey that afternoon after he had transacted some business.

When she returned to the hotel after a shopping tour in which she had bought a dress for \$22.50, she found a note from her employer, which informed her that he had been suddenly called to Columbia, Mo., on business. A railroad ticket and sleeping car reservation were enclosed with the note, which requested her to proceed to St. Louis that night and meet him the following day at a hotel in St. Louis.

Miss Bunde went to St. Louis and awaited the arrival of Howell at the hotel designated. After waiting in vain for a week, she decided that she was the victim of a clever swindling game. Being without funds she wrote to friends here and with their aid came to this city.

In looking through the "want ads" in the Sun last Friday, she came upon an advertisement for a young woman secretary to accompany a business man on a tour throughout the states and Alaska. The similarity of this "ad" and that which she had answered in Denver, led her to inform the police of her suspicion that the author was the same person who had taken her money. Detectives were at once detailed to watch for Howell when he called for replies to his advertisement at the Sun office.

The young woman in reply to the advertisement again offered her services as secretary, giving a fictitious name but her real telephone number. The advertiser

failed to call for his mail for nearly a week, and the detectives abandoned their watch. Then on Wednesday Howell called at the Sun office, where he found twenty letters, including the one from Miss Bunde.

Unfortunately for the swindler, the first letter that he opened was evidently Miss Bunde's, for he called her up Wednesday afternoon and made an appointment at the Hixon Hotel for last evening.

She at once notified the police and Detective Sullivan was detailed to accompany her to the hotel. When Howell appeared and recognized Miss Bunde as his Denver victim, he endeavored to leave but was arrested by Sullivan.

At the police station he gave his address as Yukon, Alaska. In his pockets were found letters from several Kansas City women who had replied to his advertisements in that city, and the police believe that he is wanted in other places on similar charges.

SUGGESTIONS

1. Write legibly; use a typewriter whenever possible.
2. Double or triple space your typewritten or long-hand copy.
3. Never write on both sides of the sheet.
4. Make your meaning absolutely clear to the rapid reader.
5. Be concise; don't use needless words.
6. Use superlatives sparingly.
7. Find the one noun to express the idea, the one adjective, if necessary, to qualify it, and the one verb needed to give it life.
8. Get life and action into your story whenever circumstances warrant.
9. Use original expressions; avoid trite phrases.
10. Remember that every one of your mistakes adds to the work of your superiors.
11. Study and follow the peculiarities of the style of your paper.
12. Make your paragraphs short and concise.
13. Avoid choppy, disconnected short sentences.
14. Don't overload the first sentence by elaborating on the essential points.
15. Select the most interesting phase of the news as the "feature" of the story.

16. Put the "feature" in the first group of words at the beginning of the lead.
17. Answer satisfactorily in the lead the questions — Who? What? When? Where? Why? and How?
18. Seldom "play up" the time or place as the feature.
19. Beware of the hanging, or dangling, participle, particularly at the beginning of the lead.
20. Don't put important particulars of the story in the last paragraphs where they may be cut off in the "make-up."
21. Avoid beginning successive paragraphs with the same phrase or construction.
22. Use an unconventional form of lead when the news justifies it.
23. Tabulate on a separate sheet significant statistics, lists, excerpts, or summaries, so that they may be "boxed."
24. Don't suppress news; refer all requests for such suppression to your superiors.
25. Put the mark (#), or the figures 30 enclosed in a circle, at the end of every story.
26. Verify all the names in every story.
27. Remember that "newspaper English" should be synonymous with good English.

PRACTICE WORK

- (1) Point out the faults in the following story and correct them by rewriting it.

Suspected of starting over a score of fires in the downtown district within a month and confessing starting nineteen, with six false alarms in three months, Henry Handifort, a South Side boy, was arrested after a fire early today.

In his confession to the police Handifort, who is 16 years of age, said he began his career as a firebug when 5 years old, but after starting three fires was so punished by his parents that he refrained from further operations until a few months ago. He said his ambition was to be a fireman and that he started the fires to be on hand when the firemen came so he could help them. He said he enjoyed seeing the apparatus turn out.

The fires to which he confessed caused a total loss of \$25,000. His climax came Sunday night, when three fires caused \$8,000 loss. The boy, then under suspicion, was watched carefully, and a fire early today brought his arrest.

- (2) What are the faults in the following story printed in a

weekly paper, and how should they be corrected in re-writing?

Mr. Ed. Williams of this city met with a very severe and painful accident in the zinc works in this city.

Mr. Williams, who is employed as a cart driver at the works, was performing his usual duties, when in some way the horse became frightened and started to run away. Ed was thrown out of the heavy ore cart and fell in such a position, that the wheels of the cart passed over his body, causing severe injuries to his head and fracturing four ribs, besides bruising him internally. He was at once taken to the hospital rooms of Dr. Hulton, where his injuries were dressed. He was then conveyed to his home, where he is recovering nicely at present. It will be some time however before he will be at his post again.

- (3) What is the weakness of the following story and how could you improve it by rewriting?

Mrs. William Black, wife of the caretaker of the Yewdale Yacht Club house, which is on the end of the long bulkhead of the South Basin at the foot of King street, Lawton Park, sent her eleven-year-old daughter Madelaine, to Dresden Avenue yesterday morning to get some oranges.

Mrs. Black sat by an upper window of the club house waiting for Madelaine to come back. Pretty soon the little girl put in an appearance. The wind was blowing so hard that the mother feared for the child's safety and she arose to go to her assistance. When she looked out of the window again, Madelaine had disappeared. She hurried out and saw the child's cloak floating on the water.

Charles Blaine, a sailor on the yacht Elizabeth E., and Otto Grey of the schooner John Bull, dived for the body several times before Blaine succeeded in bringing it up.

The child's father is on a fishing trip to Block Island.

- (4) Rewrite the following story, assuming that the persons mentioned are unknown to most readers.

Harry Johnson of 940 Harwin street, was fined \$5 in the Municipal court yesterday afternoon on a charge of cruelty to animals brought by Miss Marie Weston of 1921 Turner Place, who objected to the manner in which Johnson was trying to kill a rat at Broadway and Fifth street. He was fined a similar amount for being discourteous to Miss Weston. The rat escaped into a sewer.

Boys caught the rat and tied a string to its tail, by which, according to testimony, Johnson was swinging the animal in the air. Miss Weston remonstrated, then had Johnson arrested. The rat ran to Broadway and caused considerable excitement there.

- (5) Rewrite the following story, playing up the feature in a summary lead.

At dinner time last night, when the sky was blackest and while the thunder was rolling loudest, one of the broad flashes of lightning yellowing the heavens at second's intervals shot down to a kitchen in a small frame house at 231 Larson Lane. A ten-year-old girl, standing far back from the window, was coddling her two-year-old brother, trying to quiet his thunder fears, and the bolt killed them both.

Dinner was just over and Mrs. Edward Barowski was clearing away the dishes in the home. Over in a corner, in a crib, was Sigmund Barowski, 6 months old, sleeping quietly through all the storm. Alongside was Sophie Barowski, 6 years old, blubbing at the "noise." Household duties called the mother out of the kitchen, and Sophie, fearing to stay behind with only 10-year-old Jennie and 2-year-old Edward, trailed quickly after her.

Edward began to cry. Jennie picked him up and began to walk back and forth, telling him it was all right. Then the bolt dropped down. Both children were thrown onto a table. When their father came running in from the garden back of the house, both were dead.

- (6) Play up the unusual element in this story by putting it in the first group of words.

Mrs. Minnie Greene, a colored janitress, was burned to the point of death by a fire started by the sun's rays focussed by a large reflector which she carried. Mrs. Greene, with the big brass reflector under her arm, was standing in front of the First Presbyterian church when suddenly she felt a sharp pain in her left leg. Looking down she saw that her skirt was afire. Screaming in terror she ran down the street and in and out of three stores before she could be stopped by two policemen. It is not believed that she can recover.

CHAPTER V

NEWS OF UNEXPECTED OCCURRENCES

Types of Occurrences. Reports of unexpected occurrences of various kinds constitute one large class of news stories. Accidents and disasters, such as fires, railroad and trolley wrecks, floods and storms, explosions, automobile accidents, and marine disasters, constitute one group in this class. Crimes, including murders, suicides, robberies, embezzlements, and fraud, make up the second group. The application to each of these groups of the principles of structure and style discussed in the preceding chapter will be considered separately.

Fires and Accidents. In news stories of fires and accidents the important details include: (1) the number of lives lost; (2) the number of lives endangered; (3) the names of the dead and the injured; (4) the prominent persons and places involved; (5) the character and the extent of the damage; (6) the property threatened with damage or destruction; (7) the cause and the responsibility; (8) investigations; (9) preventive measures against the recurrence of the event; (10) probable or actual effects; (11) peculiar and unusual circumstances; and (12) rescues and acts of heroism. Almost any one of these twelve details may be the feature and as such may be played up in the lead. The space and the prominence to be given each detail are determined by its relative news value, particularly with reference to the reader's personal affairs and his relation to society.

By the choice and arrangement of details a news writer may produce either a constructive or a destructive effect on his readers. A constructive influence results from emphasizing elements that tend (1) to turn the reader's

attention to preventive measures, (2) to create sympathy for the victims, or (3) to inspire admiration for heroism or other virtues. Emphasis on immediate or underlying causes and responsibility, and on possible preventive measures, tends to create public opinion favorable to the elimination of conditions that cause disasters, as well as to bring home to readers the possible consequences of their own carelessness. The legitimate creation of sympathy for deserving victims and of admiration for heroism also exerts a wholesome social influence. By giving space and prominence to ghastly and sensational details of fires and accidents, thus pandering to the morbid curiosity of many readers, a news writer may produce an unwholesome, anti-social effect.

Lists of the killed or injured are always included in local stories, and should be sent in telegraph stories when the persons are known in communities in which the newspaper circulates. The names, the addresses, the occupations or business connections, and often the age of persons killed are given, and the same details are reported for the seriously hurt, as well as the extent of the injuries and the hospital to which each person is taken. The form in which such lists are arranged is shown in the explanation of "boxed" lists (page 102). The extent and the character of the damage caused by a disaster are important, particularly when the amount or the area affected is large. Curious and unusual causes and results, remarkable escapes, pathetic or humorous incidents, and novel circumstances are frequently "played up," particularly in telegraph stories of occurrences in which the persons involved are known only locally. In such cases the peculiar circumstances are the only reason for publishing the stories outside of the community in which the events happened. Unusual incidents are also good in the lead of local stories when the other phases are not more important.

The chief considerations in writing the body of news stories of unexpected occurrences are to select and emphasize important details, to eliminate or subordinate minor ones, and to connect firmly the different parts of the narrative. Whether the reporter is limited to a given number of words or is instructed to write as much as the news is worth, he must choose and reject particulars with great care, remembering always that what he retains must be so arranged that to the rapid reader the relation of one part to another will be perfectly clear. In a complex story dealing with a series of incidents that occurred simultaneously, different threads of narrative must be woven together skillfully to make it evident how the several incidents took place at the same time.

Greater life, action, and interest can always be given to accounts of fires, accidents, and disasters that cause loss of life, by giving in direct quotations the accounts of eyewitnesses and survivors. When the magnitude of the catastrophe warrants it, every effort should be made to get interviews and statements from persons involved. Conversation of those concerned in the event can sometimes be used effectively. Every form of direct quotation gives variety and interest to the news story and is therefore an excellent method to use.

In the excitement naturally produced by the news of a disaster, many rumors quickly gain currency. The first estimates of the number of lives lost or endangered and of the extent of the damage are frequently too large. The young reporter must not let himself be carried away by wild reports, and should discount liberally these estimates. By keeping calm no matter how great the catastrophe and attendant excitement, he not only can judge the more accurately of the character of the information that he gets from others, but he inspires a certain amount of calmness in those from whom he is getting his information and thus

secures the facts more accurately. He should not accept reports of a disaster without question and investigation, or, if it is impossible to investigate them, he should give them as rumors and not as facts. To magnify a catastrophe often means to cause needless anxiety to many whose relatives or friends may be involved in it. As in all reporting, a simple narrative, picturing clearly, accurately, and interestingly the unexpected occurrence, is the best news story.

Features in the Lead. How various significant features may be played up in the lead of stories of fires and accidents, often with a constructive purpose, is shown in the following examples:

The Cause

(1)

Candles on a Christmas tree set fire to lace curtains in the home of Robert Whitcomb, 1716 Charter Street, last night, and before the blaze was extinguished \$500 damage had been done to the house and the furnishings.

(2)

Frightened by young men playing baseball in the street, a two-horse team of the Harper Ice Company ran away this noon on Center Street west of Sixth, barely missing several automobiles and seriously bruising the driver, Frank Lange, who was thrown to the pavement.

(3)

By striking a match to find the cause of a gas leak in the kitchen of his home, Edward Morris, 93 South Main Street, was seriously injured in the explosion that followed, and his wife was badly burned in going to his aid.

(4)

Disregarding the warning bell at the Ferry Lane railroad crossing, because he thought no train was due, John Hart, farm hand on the Henry Hammond farm, Mill-

ville, was fatally injured when the automobile he was driving was struck by the Labor Day special train due here at 6:30 last evening.

The Damage

(1)

Over a million dollars' worth of property was consumed on South Point within two hours yesterday afternoon when fire destroyed Elevator D of the Consolidated Elevator Company and the docks and sheds of the Western Pacific Railroad Company. The fire was caused by a hot rivet dropped into some oily waste in the machine shop of the elevator.

(2)

Basements of twenty stores on Front Street were flooded by the clogging of a sewer during the heavy downpour last night, with damage to thousands of dollars worth of goods.

Danger of Destruction

(1)

Nearly 3,000,000 feet of lumber were threatened with destruction by fire at Hudson Wharf early this morning when the one-story office building of the Harrison Lumber Company burned and the flames were swept by the high wind into the adjoining lumber piles.

(2)

A delivery truck of the Swift Baking Company barely escaped running into the river at the foot of Point street yesterday afternoon. It started suddenly near the top of the hill at Point and Sixth Streets, without the driver, and dashing down toward the river, was stopped by one of the piles on the dock.

Lives Lost

(1)

Three children were burned to death this noon, having been locked in the house when their mother, Mrs. Frank Lotter, 1716 Belleville Place, went shopping.

(2)

One little girl was killed and 18 children were injured when the concrete floor of the foyer of the Palace Theater gave way this morning and dropped nearly sixty children into the basement while they were waiting to be admitted to a free performance.

Lives Endangered

(1)

Thirty girls, receiving a warning almost too late, were in danger of death at 5:30 yesterday afternoon on the top floor of a burning building at 516 Weston Street, but finally escaped by running down smoke-filled stairways.

(2)

Three persons were nearly asphyxiated by gas escaping from a rubber tube connected with a gas heater, while they were asleep in an apartment of the Esplanade last night.

Persons and Places Involved

(1)

Wilton C. McClay, broker, 71 Exchange Place, was suffocated by smoke in his rooms in the Oxford Arms, Templeton Street, early this morning, when fire, originating in a defective flue, damaged the building to the extent of \$1,500.

(2)

Harrison G. Black, president of the State Bank, narrowly escaped injury this morning when his automobile skidded on the wet pavement at the corner of Elm and Tenth Streets and crashed against the electric light pole, throwing Mr. Black to the sidewalk.

(3)

Market Square Theater was damaged by fire to the extent of \$5,000 late last night, evidently as a result of a lighted cigar or cigarette thrown on the gallery steps at the close of the performance.

(4)

South Water Street bridge was so badly damaged when it was struck by the steamer City of Cincinnati while passing through the draw this morning that no traffic will be allowed over it for several days.

Unusual Circumstances

(1)

To rescue his money, which he hoped would raise him from the rank of workman to that of merchant, Woo Wing Lee, Chinese laundryman, 3031 Wolcott Avenue, ran back into his burning laundry today and was so badly burned that physicians say he cannot recover.

(2)

Because a milk wagon struck a fire alarm box as it overturned early this morning, firemen responding to the alarm were able to extricate the driver, Robert R. Heim, from his wrecked wagon after a policeman had failed.

(3)

While hurrying across the street to share a large piece of watermelon with his mother who was waiting in an automobile at the opposite curb, 8-year-old David Drear, son of Mr. and Mrs. Fred W. Drear, 515 Norton Street, was almost instantly killed yesterday afternoon by an automobile.

The Complete Story. After the lead has been completed, the main part of the story remains to be written. The structure of the body of the story offers no particular difficulties in arrangement as the incidents usually follow each other in the order of time. In the account of a fire, it is usual, after the lead, to give the facts concerning the discovery of the fire, the sounding of the alarm, the arrival of the fire department, the progress of the fire, and the different incidents, with little or no variation from chronological order.

The selection and arrangement of material, the use of

direct quotations, and the playing up of the elements of heroism and self-sacrifice are illustrated in the two following stories of a fire and an accident:

(1)

By sliding down a swaying extension ladder through fire and smoke, with an unconscious woman in his arms, Fireman Daniel Walter rescued her from death in a fire that early this morning swept through a five-story apartment house at 122 West Thirty-ninth Street, and caused a loss of \$15,000. Mrs. Mary Owen, the woman saved, is in a serious condition as a result of inhaling smoke, but at the Harlem Hospital it was said that she would probably recover.

When the firemen on Truck 30 reached the burning building, they saw Mrs. Owen leaning out of a front window on the fifth floor, screaming for help and apparently preparing to jump to the street.

"Don't jump," shouted the firemen. "We'll be up there in a minute."

She stood motionless in the window with the smoke pouring out around her when the big eighty-foot extension ladder began to rise slowly in response to vigorous cranking. While the ladder was swaying like a pendulum as it ascended, Fireman Walter and Driver Frank Lawson began to climb up.

"Hold on just a second longer," shouted Lawson as he saw that Mrs. Owen was again leaning forward as if about to jump.

When he reached the top of the ladder a moment later, Mrs. Owen swayed and fell back into the room. At the same instant flames burst out of the windows on the third floor and swept through the ladder.

"You go down," called Walter to Driver Lawson below him on the ladder. "I'll get her and slide for it. Be at the bottom to catch us."

Lawson slid back through the flames, and Walter climbed into the window. Mrs. Owen was lying unconscious on the floor with her dress ablaze. Walter beat out the flames and then wrapped his coat

around her to protect her from the sparks and embers that were swirling through the window.

Laying the unconscious woman on the window-sill, Walter climbed out on the ladder. Then he reached over and took Mrs. Owen, placing her across his arms. Seeing that a slow descent through the flames bursting out of the windows on the floors below meant certain death, Walter wrapped his legs around the sides of the ladder and took hold of both sides with his hands, balancing Mrs. Owen across his arms.

"Catch us down there," he shouted, and started to slide down the ladder through the flames and smoke, as though it had been greased.

For a few seconds he was hidden from view; then he reappeared with his clothes ablaze but with his burden still safe across his arms. Firemen caught him as he reached the sidewalk, and took Mrs. Owen, who was still unconscious.

It was all the police reserves could do to keep the crowd from breaking through the fire lines to congratulate Walter and carry him off on their shoulders. They cheered again and again as he was hurried into the Harlem Hospital ambulance. His hands and face were scorched, but after his burns had been dressed at the hospital he gamily returned to his quarters in the fire station.

Mrs. Owen was the only occupant of the house who did not succeed in reaching the fire escapes in the rear of the apartment and thus getting out safely.

The fire started in the basement, evidently from an overheated furnace, and shooting up through the air shafts, spread into the apartments on the third, fourth, and fifth floors. As most of the tenants left the doors of their apartments open when they fled, the draught swept the fire through floor after floor. The interior of the whole five floors was destroyed. Three alarms were turned in and the fire was not under control until 10 o'clock.

(2)

In attempting to protect the lives of others against danger from a broken elec-

tric light wire, Patrolman Patrick Wilson, 751 Erie St., was electrocuted at 3:30 this morning on Depere Place between 75th and 76th Streets. The body of the policeman was discovered an hour later by Oscar Wilkins, a milkman, as he was driving along Depere Place on his morning rounds. A small red burn across the back of his right hand and a live wire with a rope attached dangling from a tree a few feet away, showed how Wilson had lost his life.

Patrolman Wilson talked with Police Sergeant William Strong about the broken wire on Depere Place near 75th Street about 3:15 this morning. As he did not report to the police station from the patrol box as usual at 3:35, it is assumed that he was killed shortly before that time.

"There's a live wire hanging down from a tree on Depere Place," said Wilson to Sergeant Strong when they met shortly after three o'clock. "I'm afraid someone will be killed. I've been watching it all night. I believe I will try to fasten it up in the tree so that no one will run into it."

"You had better be careful; you may be killed," suggested Strong.

"No danger of that," he replied. "The wire is insulated."

"Well, you had better get a rope at the car barns, anyway," urged the sergeant, and Wilson agreed to go over to the barns on 75th Street for a rope. He was last seen alive when he left the car barns with some rope about 3:20.

Evidently he threw the rope over a branch of the tree and then tried to put the deadly wire through a noose in one end of the rope so that it could be drawn up into the tree out of the way of passers-by. The wire must have squirmed around unexpectedly striking Wilson on the back of the hand and killing him instantly.

Wilson, who was 27 years old and had been on the police force for five years, is survived by a wife and two small children.

Disasters. Fires, storms, wrecks, and explosions that involve a number of persons and that result in fatalities are usually given more space and prominence than those

that are less serious. The following story sent out by the Associated Press illustrates how the culmination of such a disaster may be handled, and how the events leading up to it may be recounted:

Jackson, Cal., Sept. 19 — Jackson, mining town in the mother lode country, has paid the toll demanded of those who delve in the earth for gold and stands unafraid, but not dry-eyed, today.

Forty-seven of her men died in the Argonaut mine early on the morning of Aug. 28, and today she awaits the bringing of their bodies from the rock tunnel, walled in with flimsy bulkheads of their own building, that have been their tomb for three weeks. But Jackson is unafraid, for her men showed they knew how to die. Moreover, those who did not meet that fate showed they knew how to live, for they gave of themselves without stint in the effort to save their entombed fellows.

It was California's worst mine disaster, in one of California's greatest gold producers, and it was the hardest blow Jackson ever has had to suffer.

Three weeks ago last Sunday night men deep in the Argonaut believed they smelled smoke. A shift boss took two men and went to investigate. They found the shaft afire at the 3600 foot level, chanced death from gas and were carried through the fire to the top of the mine. Then they began the work of fire fighting, which presently merged into one of rescue for the men below, for the fire blocked the shaft and prevented the escape of the miners.

Men came from all over the West to offer their services, the curious fellowship of miners bringing hearty offers of service from all who could get to Jackson. Mining companies in distant states, even in Mexico, telegraphed proffers of assistance.

The Kennedy Mining Company, operators of an adjoining shaft, sank the bitterness of a lawsuit in its willingness to be of service and loaned all its property and facilities to the work of rescue.

Sweating shoulders and unbreakable wills drove steel picks at the rock until yes-

terday a hole had been enlarged to permit a man to pass. Five men made a hasty and unauthorized exploration of part of the Argonaut, seeking survivors at the imminent risk of their own lives. The opening was enlarged so that a rescue crew could pass, and all day explorations went on without any result.

The levels were clear; there was no sign of any miner left in them, either dead or alive. The rescue men, hampered by their oxygen helmets and the heat of the underground workings, turned their attention to exploring the cross-cuts and drifts leading from the tunnels already traversed. In one they found a bulkhead that had not been there when the miners went below into that fatal mine three weeks ago.

Hope arose anew at this evidence that some at least of the entombed men had not died an instant death from the gases thrown off by the fire in the shaft, and the rescuers pressed on. They found another bulkhead, not built of planks and timbers and stuffed with torn clothing like the first, but erected of earth, rocks and debris. It was a pitiful structure, gaping in places so that the rescuers could see through it, but it checked the air currents somewhat and the men in the oxygen helmets halted before it, afraid to tear it down while the air before it was poisonous lest they thereby cause sudden death to any who might be alive beyond it.

Hope stood at its highest when this second bulkhead was found, and from that height it made its greatest plunge. Before those who waited above for news of their loved ones knew even that the rescuers had broken through the bulkhead, word came that the bodies of 42 men had been found and counted.

Not long after word came up from the temporary station, hurriedly advanced to the 4200-foot level, near the bulkheaded place, that the other five also had been found dead.

Jackson took the blow calmly, and presently found comfort in the sure knowledge, gained from notes left by two of the men and from the reports of rescuers regarding the men's work before they died, that a quick, merciful death had come to

them instead of the agonies of starvation. There was no lingering in inky darkness 3000 feet below sea level. The gas came, then lethargy, then oblivion.

Records scrawled on paper by one man and scratched on a timber by another showed they had lived but little more than three hours after erecting their pitiful barricades. Saddest of all was the mute record of the bare beginning of a third bulkhead when gas had driven them from the scene of the second.

Identification will be difficult. The length of time since they died, the temperature of their casual tomb, the lack of the clothing they had torn off to stuff into cracks in their first bulkhead, combined to remove from most of the bodies any distinguishing characteristics.

The Red Cross has received a fund of \$8000 for the miners' dependents, and it is estimated that where a miner left a widow or child the California state compensation insurance fund will pay an average of approximately \$4200 to dependents. The Argonaut Mining Company had insured its employes in the state fund. There is some need among relatives of some of the victims, however.

Red Cross officials said \$10,000 was provided by the Argonaut company for temporary relief. The local chapter of the Red Cross spent much of that sum in maintaining three temporary hospitals, in supplying the needs of miners' families and in providing food and comfort for rescue crews.

A feature of the Red Cross merciful mission was the assigning of its members to the consolation of bereaved families. Last night and early today each of the families of the 18 married miners among the 47 victims had with it a woman visitor to speak words of sympathy and encouragement.

A revision in California mining safety laws will be urged in the next legislature, according to Fletcher Hamilton, state mineralogist. He said he thought it would be feasible to have independent exits and to have underground safety stations with a separate source of supply of air and supplies of food and water.

Stories of Crime. In crime stories the important details to be secured are: (1) the number of lives destroyed or endangered; (2) the names of the victims; (3) the names of the persons charged with the crime; (4) the arrest of suspected persons and the detention of witnesses; (5) clues to the identity of the perpetrators when these are not known; (6) causes, motives, and responsibility, known or conjectured; (7) the amount and the character of the loss; (8) methods employed in the commission of the crime; and (9) measures to be taken to prevent similar crimes. Any one of these details may be featured in the lead of the story.

The Influence of Crime Stories. News of crime, like that of fires and accidents, may be presented so as to exert either a wholesome or an unwholesome influence. A news story of crime is constructive in its effect when it tends to deter readers from considering the commission of similar crimes. By emphasizing, for example, the wrong-doer's remorse, the pangs of his guilty conscience, the disgrace that his act has brought to himself and his innocent family, and the legal punishment that may be inflicted upon him if he is found guilty, the news writer, without comment or "editorializing" in his news story, tends to discourage others from emulating the wrong-doer's example. Emphasis on the underlying causes and on the responsibility, particularly when they can be traced to conditions in the local community or in society at large that should be remedied, may prove constructive in that it tends to create public opinion favorable to remedying such conditions. To the extent that the criminal is the victim of these conditions, it is permissible to create a sympathetic understanding of his act.

Indiscriminate presentation of news of crime and vice may exert strong anti-social influences in at least five different directions: (1) By creating sympathy for the

undeserving criminal through a sentimental treatment of him and his act, it tends to obscure the true character of crime and vice and to prevent adequate punishment; (2) by making the wrong-doer more or less of a hero, it tends to encourage mentally and morally unstable individuals to emulate him and his career; (3) by giving detailed accounts of methods pursued in successful crimes, it shows others how they may use similar means; (4) by developing evidence for or against the person charged with a crime, it tries him at the bar of public opinion in advance of his legal trial and often prevents the proper administration of justice; (5) by exploiting unwholesome details of crime and vice, it tends to undermine standards of morality.

Creation of undeserved sympathy for violators of the law or of the moral code, by a sentimental treatment of them and their acts in news stories, is obviously undesirable, because it leads readers to let their emotions get the better of their judgment in their attitude toward crime. A sentimental attitude toward wrong-doing, fostered, if not created, by some types of newspapers, is reflected in the tendency of American juries to acquit, or to find guilty of manslaughter, men and women clearly proved to be guilty of murder. Thus, by obscuring in readers' minds the true character of crime and vice, news stories that create sympathy for undeserving wrong-doers interfere with their conviction and punishment. When punishment ceases to be prompt and certain, violations of law and morality are sure to increase.

To make a wrong-doer something of a hero or a heroine in a news story also tends to upset readers' ethical standards. Immature persons, as well as those who are mentally or morally unstable, are easily led to imitate others whose deeds seem to bring them success and publicity; unfortunately they do not always discriminate between newspaper notoriety and a desirable reputation. News

writers should avoid making persons concerned in crime and vice seem in the slightest degree worthy of emulation.

Detailed description in news stories of methods of crime and vice furnishes exact information to readers susceptible to such suggestions. When young persons are told in the news how criminal and vicious acts are successfully performed, the temptation to try similar methods is often too strong to be resisted. So-called "waves" of crime and suicide are in part at least the result both of suggestion and of detailed information given in newspapers. On the other hand, knowledge of criminal methods gained from news stories enables readers to protect themselves against criminals using such methods.

"Trying the case in the newspapers" has come to be recognized as one of the undesirable results of efforts of newspapers to ferret out evidence in criminal cases, and to publish this evidence as fast as it is found. However laudable may be the attempts of newspapers to assist the police, the publication of all kinds of evidence, much of which is often inadmissible in court under the rules of evidence, tends to create in the minds of readers more or less definite convictions as to the guilt or the innocence of the alleged wrong-doer. The public opinion thus created may seriously interfere with the fair trial to which every person charged with crime is entitled.

News stories that exploit unwholesome details of crime and vice exert a bad influence, especially upon the immature and the neurotic. Such stories undoubtedly are read out of curiosity by more readers than ordinarily confess to reading them, and hence are featured in sensational papers. No paper that claims to be a family newspaper should print any matter that cannot be read with impunity by any member of the family.

How to avoid these undesirable effects of crime news and to secure the desired deterrent effect, as well as how

to give citizens sufficient knowledge of the extent and methods of crime and vice to enable them to protect themselves, constitute the problem that always confronts the writer when he handles such news.

The way in which various phases of crime may be played up in the lead, without making the story in any way sensational, is shown by the following examples:

(1)

After confessing to a shortage of \$21,500 lost in speculation, Robert Crook, Jr., assistant paying teller of the Security Loan & Trust Co., was arrested this afternoon on the charge of embezzlement.

(2)

"I played the races and lost," is William Dieb's explanation of the theft of \$1,200 from Wilson Brothers, clothiers, 121 Williamson Street, where for eighteen months he has been employed as cashier.

(3)

On the charge of robbing thousands of women and other small investors of nearly \$25,000 by fake mining schemes, Allan Gotham, a mining broker with offices at 117 Chambers Street, was arrested by U. S. Marshal Harshaw this morning.

(4)

To avenge a beating, Giovanni Ricci, a laborer, shot and instantly killed Guiatto Cimbri, section foreman on the Pennsylvania Railroad, this noon, near Harcourt Road, just west of this city. Ricci immediately disappeared among the freight cars in the railroad yards near by, and as the other workmen were unable to find any trace of him, it is believed that he boarded a freight train as it drew out of the yards.

(5)

Seized by hold-up men in broad daylight while crossing the railroad tracks at the foot of Washington Street, this noon, William Williams, a stone mason from Chicago, was robbed of a gold watch and \$20.

(6)

With all the skill of professional thieves, two neatly dressed little girls robbed several stores in the neighborhood of Amsterdam Avenue and 159th Street yesterday, by arranging that the younger, about 12 years old, should engage the proprietor in conversation while the older, about 14 years, proceeded to take whatever she could carry away conveniently.

Writing Crime Stories. Accounts of crime, or "police news stories," are constructed on practically the same principles as those of fires and accidents. In all crimes in which human lives are destroyed or endangered, the essential points are the names of the persons involved, the nature of the crime, its cause, its results, and, if the perpetrator escapes, clues to his identity and whereabouts. In murders, attempted murders, suicides, and defalcations, the motives for the crime are always matters of great interest. The value of what was stolen or what might have been stolen should be given in reports of robberies or embezzlements. Ingenious methods used to gain entrance to places robbed make interesting features. In defalcation or fraud peculiar means of deception employed may be "played up." The "human interest" in the accused or the victim must not be overlooked in crime stories. When either individual is well known, his name is the important "feature."

The reporter must always remember that a person charged with a crime is not a criminal until he is proved guilty in court. Unless he confesses, he is presumed to be innocent until convicted. In writing police stories, therefore, the reporter should always make it plain that the person involved is "charged" with a crime, and that he is "alleged," or "said," by the police to be guilty. While he is charged with the crime, he may be said to be, not "the murderer," but "the alleged murderer"; or not

"the embezzler," but "the alleged embezzler." The reporter should present both sides of the case by giving the prisoner's version, as well as that of the police, not only because it is just to do so but because it is usually good news.

Stories of crime, like all other news stories, should be told in a simple, direct style that presents in an accurate and interesting manner the account of the crime as it was actually committed. Exaggerated and sensational stories of crime or those in which attempts are made to arouse sentiment for or against the perpetrator or his victim have no place in the news columns of reputable newspapers. If readers are to be appealed to to right a wrong, such appeals should be made in the editorial columns and should not be allowed to color the facts in the news stories. The actual facts truthfully presented make the best possible appeal.

The following story of a robbery shows how various details may be grouped in the lead and in the body of the story:

Westhampton, Ind., April 10. — By drilling through a fourteen inch fireproof wall of the vault of the temporary post office from an adjoining store, expert cracksmen got away with \$18,653, all in stamps, some time last night. So skillfully did they operate that mail clerks at work all night fifty feet away from the vault knew nothing of what took place. The police and post office inspectors have no clue.

The robbery was discovered at 7:30 o'clock this morning by Oscar Otter, a clerk in the United States Furniture Co., which occupies the store adjoining the post office. When Otter was unable to open either of the front doors of the store with his keys he became suspicious and called Patrolman Frank Parker. Throwing their weight against the doors they forced an entrance and found that both had been fastened by large screw eyes.

On examining the store, they discovered below the main stairway on the first floor a hole in the wall about eighteen inches square. An electric drill with wires attached to an electric light socket under the stairs showed how the robbers had succeeded in cutting through the fourteen inch fireproof wall. Drills, chisels, and a small bottle of nitroglycerine were found a few feet away covered with dust. The floor in front of the hole and the wall about it were covered with blankets and quilts taken from the company's stock, apparently to deaden the sound of drilling. The bricks of which there was a small pile had evidently been drawn out one by one as fast as they were loosened, with the aid of a small pulley and tackle that were lying in the hole.

Some footprints in the dust at the foot of the stairs indicated that one of the men had been stationed there as a look-out to command a view of the street through the big plate glass windows of the store. These with the tools and tackle were the only clues.

Patrolman Parker notified the detectives of the central police station while Mr. Otter informed Postmaster White. When the post office vault was opened everything was found to be in confusion. The stamp cases had been rifled to the extent of over \$18,000 worth of stamps of all denominations. The cash boxes had evidently been overlooked for they were found to be intact.

"At no time of the night was the post office unguarded," said Postmaster White. "Arthur Cummings and Henry Leister, mailing clerks, were in the mailing and sorting rooms until they were relieved by the day force. Patrolman Cutting, a messenger, and mail wagon drivers were in and out of the office at all hours of the night."

Post Office Inspector A. B. Holmes of Cincinnati was notified of the robbery by telegraph, and Inspector G. C. Helms, of Fort Wayne, whom he detailed to come here to investigate, arrived late tonight.

SUGGESTIONS

1. Find an interesting "feature" in every unexpected occurrence.
2. Give all the facts and stick to them.
3. Don't be carried away by wild reports; investigate every rumor.
4. Keep cool, no matter how great the disaster.
5. Don't overestimate the extent of the damage and the number of persons killed or injured.
6. Play up immediate and underlying causes of accidents and crimes to give your stories a constructive effect.
7. Remember that not all persons who appear in the news are necessarily "prominent" or "well known."
8. Avoid describing persons or property as "endangered" or "threatened" when they are not actually in danger.
9. Don't overload your story with minor details.
10. Give life and action by using direct quotation whenever it is appropriate.
11. Include verbatim accounts of eye-witnesses or survivors in big disasters.
12. Make clear to the rapid reader the exact relation of all incidents to the principal event.
13. Look for the motive in murders, suicides, embezzlements, and similar crimes.
14. See the "human interest" in police news.
15. Let good taste characterize all your news writing.
16. Make your stories of crime and vice such that they may be read by any member of the family.
17. Don't call an accused person a criminal unless he confesses or has been convicted of crime before.
18. Don't try criminal cases in your news stories; leave that to the court.
19. Give both sides; the accused as well as the accuser has a right to be heard.
20. Avoid predictions of "sensational developments" when they are not likely to occur.
21. Don't put a "mystery" in your story when none exists.
22. Remember that the truth, and nothing but the truth, interestingly written, makes the best news story.

PRACTICE WORK

- (1) Rewrite the following story and play up in the lead the heroism of the sixteen-year-old girl.

Sixteen-year-old Ethel Perry and five other persons, three of them children, were passengers in a closed automobile that was crowded off the Middleboro Road by another car over a thirty-foot embankment into Narrow River late last night. When the car hit the river the top broke off and the glass sides held the rushing waters from the occupants.

Ethel, an expert swimmer, seized Freda Marshall, an infant, and carried her to shore. Then she returned and took off Mary Marshall, a child. On her third trip through the waters she rescued Helen Perry, her younger sister. When the children were saved she returned to the wreck and helped John Marshall, driver, and his wife, both injured, to the shore.

Marshall told the police he was too excited to notice the driver of the car he claims pushed him off the bank into the river. "I have the license number," said Ethel quietly, and from her wet dress she pulled a piece of birch bark upon which she had written the number from memory with a pencil borrowed from a motorist who rushed the party to Silver Lake. The police are communicating with Dover, which is said to be the home of the driver they seek.

Marshall suffered a broken arm, while his wife was badly cut and bruised. The children with the exception of Freda Marshall, who was cut about the head, were unharmed.

- (2) Criticize and rewrite the following fire story.

In a fire which destroyed the plant of John B. May & Co., paint and varnish makers, 20 East Harmon street, late yesterday, five men who took desperate chances in escaping from the blazing structure were injured and Mme. Celloni's famous bohemian restaurant was temporarily put out of commission.

Mme. Celloni's, for twenty years renowned as a gathering place for Chicago's litterati, adjoins the burned building on the south. It was flooded by water, shaken by explosions and overrun by firemen, who fought to confine the flames to the May rooms.

The damage to the building, which was a three-story brick, and contents of the paint house is \$65,000. The loss on paintings, decorations and furnishings in Mme. Celloni's is placed at \$5,000. All is reported covered by insurance.

The injured men were employees of the paint company. Driven by a succession of explosions to the roof, they were hemmed in by flames. They slid down a rope to safety. The injured are:

Joseph Hinnars, 312 North Wilson avenue; hands and face burned.

Michael Lorenz, 614 William square; hands burned, right wrist sprained.

William Gee, 6651 North Washington street; hands cut and burned.

James Green, 84 New street; body bruised and contused.

Charles Speer, 916 First street; body bruised.

The men were at work on the third floor when the alarm was sounded. The stairway was in flames and three explosions of wood alcohol tanks in the basement and minor explosions caused by the ignition of smaller containers of oil on the third floor drove them to the roof.

A line was passed to them from the street. Hinnners, a foreman, made it fast. He ordered his men to precede him down the rope. When he undertook his slide for life the entire building was afire. The flames licked the slender cord and, just before Hinnners reached the ground, it was severed.

Miss Mary Devine of Walnut Park, stenographer for John B. May, was in the office of the building with Mr. May when the fire was discovered. Although the other employes fled she remained and assisted Mr. May in placing valuable papers in the safe before leaving. There were fifteen persons in the building when it took fire, Mr. May said.

The fire is believed to have originated in the rear of the basement where the wood alcohol was stored. The explosions splintered the rear partitions and ceilings and spread the flames.

The building was an old one and burned rapidly. Within a few minutes after the alarm was sounded the flames enveloped it. Twelve engine companies were summoned and Fire Chief Classon took personal charge of the work. Tenants of the apartment building on the north of the paint company fled, but their rooms were not damaged.

The fire was fought with difficulty. Firemen "Jim" Moore and Samuel Walters of engine company No. 11 risked their lives on a ladder to keep the flames from an oil tank in front of the third floor which threatened to ignite the top apartments of Mme. Celloni's.

Firemen caused most of the damage to Mme. Celloni's. Costly tapestry and hangings were knocked down and trampled under foot. The place will be reopened soon. It has long been the meeting place of the "true bohemians" of Chicago's literary world and art circles.

The building occupied by the May company was owned by Esther McNain of Hyde Park.

(3) In rewriting the following story of an accident play up the phase of the story that will make the strongest appeal to all classes of readers.

Eighty employees of the Bon Ton Confectionery Company were driven from the factory building at 420-428 Ohio street, just after 9 o'clock this morning by ammonia fumes from a leaking tank in the basement.

Escaping to the street, the fumes affected hundreds of curious persons who crowded into the neighborhood to see what the matter was and drove them off gasping for breath and with tears streaming from their eyes.

A score of girl employees who were affected by the fumes, were too ill to return to work when the leak had been stopped and went home.

None of the men employees was seriously overcome.

The tank is a 100 pound affair, the ammonia being used in a refrigerating plant for cooling candy after it is made.

Policeman Samuel Hawkins was the first person outside the candy factory to discover that something was wrong. As he walked by the factory he noticed that men and women were hurrying along crying.

A moment later he was crying himself, much against his will, and recognizing what the matter was, entered the candy factory and suggested that there must be a leak in the ammonia tank.

Just then Edward Schwartz, the engineer, entered the office, to report that the gasket had been blown off the tank condenser and that he could not repair the damage.

The policeman turned in a fire alarm, but when the firemen arrived they could not enter the basement, having no ammonia masks, and the work of stopping the leak was delayed fifteen minutes while the rescue squad from Manhattan was being rushed to the scene.

The men of the latter squad, equipped with ammonia-proof masks, had little trouble in entering the basement and shutting off the flow of ammonia altogether, giving mechanics time to repair the break.

Her eyes smarting, and breathing with difficulty, Gertrude Strong, telephone operator in the plant, stuck to her switchboard until seventy-five girls whom she had warned against ammonia fumes which were permeating the building had marched safely to the street. Then she walked out and joined in the deluge of tears brought on by the fumes.

Miss Strong, who is eighteen, and lives at 261 Watkins Street, works just above the ammonia tank.

"I did not become alarmed about myself," she said. "I plunged in all the extensions and rang all the bells at the same time, and when all my rings were answered, said: 'The ammonia tank is broken. Get everybody out in a hurry.' I was choking then, and my eyes were smarting and watering awfully."

A counting of heads after the leaking ammonia had been stopped showed nobody was seriously injured.

(4) Rewrite the following story, giving prominence to the most significant feature of the news.

An eastbound interurban express, burdened with a rush-hour crowd, demolished a furniture truck at Harrison Lane and Western Avenue, about 6:20 p. m. yesterday, killing John Willer, sixteen years old, of 961 Erie Street who was driving the wagon, and fatally injuring his father, Paul.

The train struck the wagon with tremendous force squarely at the seat. Willer and his son were flung through the heavy glass in the front of the first car, one striking against the door on one side of the vestibule and one against the door on the other side.

The impact tore the heavy steel doors from their rollers and sent them crashing to the car platform, while the bodies of the youth and his father were projected into the aisle of the car. The horse was thrown forty

feet to the south of the tracks and killed. The splintered wagon littered the streets on the north side of the tracks for a distance of a block or more.

William R. Hahn, motorman of the train, clamped on his brakes with a force which made the train buckle and jolt. Passengers were thrown from their seats, some of those in the foremost car almost upon the bodies of the two men thrown from the wagon.

In the midst of the excitement, with glass from broken windows still tinkling to the floor and the train rocking like a ship in a heavy sea, a priest coolly arose from his seat in the front car and made his way down the aisle toward the two cut and bruised bodies. He knelt at their sides and administered the last rites of the Church while the men passengers, recovering from their panic, removed their hats and bowed their heads. He proved to be the Rev. Father John P. O'Brien of St. Rose's Roman Catholic Church, Westfield.

It was found that the younger Willer had been killed outright. His father was taken to St. Mary's Hospital, where he succumbed.

After an investigation the police arrested Nicholas Goglia, 110 South Street, gate tender at the crossing where the accident occurred. He was locked up at the police station charged with homicide.

He acknowledged, the police said, that one gate on the north side of the tracks, from which the furniture truck was approaching, was raised, but said he had raised it to permit a motorcyclist to speed out of danger before the express caught him.

Just before the accident, he said, he had got the signal for a train approaching from the west. He lowered the gates and a local thundered past. Believing that to be the only train then due, he started to raise the gates. As he did so a motorcyclist, coming from the south side of the tracks, darted across them.

At the same moment he caught sight of the express roaring down the grade from the elevated structure on which the tracks are carried west of the crossing. He hastily lowered the gates behind the motorcycle and one of those in front of it.

The motorcycle cleared the tracks safely and went its way, and the furniture truck came lumbering beneath the single raised gate in spite of Goglia's frantic shouts and gestures.

Goglia has been employed as gateman by the railroad only one week.

CHAPTER VI

SPEECHES, INTERVIEWS, AND TRIALS

Various Forms of Utterances. As news stories of speeches, sermons, lectures, reports, interviews, and meetings, as well as of testimony, decisions, and arguments in trials and investigations, are concerned largely with direct or indirect quotation of written or spoken expression, the writing of them involves several elements that do not enter into the composition of the news story of unexpected occurrences. In the types of news thus far considered, such as fires, accidents, and crime, the story was a narrative of what had happened. Although the facts were gleaned largely from observation and interviews, usually no person's ideas or opinions were quoted. News stories of addresses, reports, interviews, and court trials, on the other hand, have only a small, incidental narrative-descriptive element, for the purpose of presenting the circumstances under which the utterance was made. The large and important part of such stories consists of a reproduction in complete or condensed form of the original expression. Accuracy in reproducing both the thought and the spirit of the utterance is the prime requisite.

Verbatim Quotation. Direct verbatim quotations of all utterances are generally preferred for news stories because they are exact reproductions of the originals. Whenever a copy of any of these forms of expression can be obtained, it is desirable for the reporter to get one either before or after the utterance is made, because of the accuracy which a copy makes possible. Frequently copies of addresses, lectures, sermons, reports, decisions, and testimony can be obtained, and exactness of reproduction

is thus secured. When a copy is not available, the reporter is dependent upon himself to get the equivalent of it by taking down as nearly as possible a verbatim reproduction of such parts of the utterance as he desires.

Methods of Reporting Speeches. Two problems in reporting these various forms of oral or written expression are, how to get the exact words of the speakers, and how to condense long utterances effectively. The four common dangers to be avoided in solving these problems are: (1) carelessness in taking down the utterance; (2) unintentional distortion in condensing by giving disproportionate space or emphasis to some points; (3) the "playing up" in the lead of statements that taken from their context are misleading; and (4) misrepresentation due to prejudice, bias, or political partisanship of the news writer or his paper.

The body of news stories of speeches can often be written while the speaker talks, in what is called a "running story," particularly when it is necessary for the reporter to have his copy ready for publication soon after the speaker finishes. In such cases the reporter picks out and combines into a connected verbatim report the most important statements, summarizing briefly the less important ones. To do this he depends on long-hand writing so that what he writes can be used as copy without being transcribed. If time permits, he may take notes during the address, sermon, or trial, and write up his story later. Shorthand, although frequently convenient, is not commonly used by newspaper reporters. Whether taken down in long-hand or shorthand, the utterance must be reported accurately.

The greatest skill is required to condense any of these forms of expression within a comparatively limited space. A speech, for example, that in complete form would fill three columns must often be cut down to half a column;

and a report that would fill a page often cannot be given more than three quarters of a column. To select and combine separate parts into a unified, coherent reproduction that is only one fifth or one tenth of the original, is no easy task. Despite this great condensation the news story must be an accurate presentation of all the important material in the original.

In condensing, one common fault is to confine the news story to one or two points of the utterance and thus to give an erroneous impression of the whole speech. Another results when a newspaper reporter or editor is satisfied to pick a few striking statements out of their context and present them in a new combination. Thus too often neither the spirit nor the substance of the original is accurately given; in fact, not infrequently the speaker's ideas are completely, though often unintentionally, misrepresented.

"Playing Up" Misleading Statements. Distortion is often brought about by taking a striking sentence out of its context, in which it may be modified or explained, and "playing it up" as a feature of the lead in a way that gives an entirely false or a decidedly misleading impression of the speaker and his utterance. The accuracy of the quotation under such circumstances does not justify the inaccuracy of the effect produced. Nor does the supposed news value of a striking but misleading quotation at the beginning of the lead justify the misrepresentation involved. Unless when taken from its context a quotation, direct or indirect, gives accurately not only the expression but the point of view and spirit of the original, it should not be used. Generally, by means of some connective or explanatory matter, such a quotation can be made to represent the original accurately. Great care should be taken not to give a wrong impression in the lead.

Partisanship and Bias. In reporting the thoughts and

opinions of others, the news writer is in danger of being influenced by his own opinions and by those of his paper, particularly when they differ from the opinions expressed in the speech, report, etc. The reporter must always remember that he is an impartial recorder whose watchword is accuracy. He should never let his own bias, prejudice, or opinions affect the accuracy of his reporting. So, too, no well-edited newspaper will require its reporters to color news stories of utterances to conform to its editorial policies. Fair play to political and other opponents whose utterances are reported is an essential part of accuracy.

How to Begin the Lead. In news stories of speeches, lectures, and sermons, or of reports and similar documents, eight different forms for the beginning of the lead may be suggested: (1) a direct quotation of one sentence; (2) a direct quotation of one paragraph; (3) an indirect quotation of one statement; (4) an indirect quotation of several statements; (5) the keynote; (6) the title quoted; (7) the name of the speaker; and (8) the conditions under which the utterance was made. The reporter should choose the form best suited to the subject, the substance, and the occasion of the speech or report.

The single sentence quotation, as in the following form, should be used when the thought or expression which it contains is the most significant feature:

"The high cost of living necessitates an increase in the amount of income that is exempt from taxation in the case of the man with a family," declared Nelson P. Bain, state tax commissioner, in speaking on "Our Tax Problems" before the Rotary club at its weekly luncheon in the Bellevue hotel today.
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The paragraph of direct quotation is necessary when the most important point of the speech is not expressed in a single sentence but requires several connected sentences,

or when the single sentence is sufficiently long to fill a whole paragraph, thus:

"Government, in the last analysis, rests upon public opinion, not the fleeting opinion of the moment, but the deliberately formed opinion of the public after ample time to know and consider the facts. I do not know to what extent the editorial page of newspapers influences opinion, but through the news columns the minds of the people are made up without their knowing what influences them. The responsibility that rests upon the press of correctly recording the news is a responsibility so great that it cannot be treated lightly."

So said Governor Miller in addressing the State Publishers' Association on the relation of newspapers to public opinion and the importance of accuracy in reporting, at their annual meeting at the Wellington hotel this morning.

The indirect quotation is of advantage when it is not possible or convenient to give a direct quotation, and when it is desirable to give the most important point at the beginning of the lead; for example:

That there was not a single fatal accident to any of the 152,000,000 passengers carried by the Pennsylvania Railroad during the year ending on May 1 on its 1,400,000 trains running over the 27,000 miles of its tracks, is shown by a report just issued by that road.

The main points in a report or speech may be effectively summarized in several indirect quotations at the beginning of the story, but the separate clauses must not be too long or complicated in structure. The following examples show how these indirect quotations can be used:

That the state will soon be free from tubercular cattle; that the chief cause of tuberculosis in cows has been carelessness in buying stock outside the state; and that under the new law cows cannot be shipped to any farm in the state without a clean

bill of health, is the substance of a special bulletin just issued by Charles W. Halsey, state commissioner of agriculture, in co-operation with the federal Department of Agriculture.

The keynote beginning gives the dominant idea that runs through the whole utterance, thus:

(1)

How safety campaigns have reduced the number of automobile accidents in many cities of this country is shown in the report of the transportation committee of the Association of Commerce made public today by Secretary John C. Mason.

(2)

The inroads that are being made on all forms of liberal education by the development of so-called vocational courses of study in American colleges and universities was discussed by Prof. Harry P. Swain of Fulton college, in addressing the South-eastern Teachers Association at its annual meeting in the high school this morning.

When the subject is stated in a particularly novel or interesting form, the title may be the best feature of the story to play up, and accordingly should be placed at the beginning of the lead. For example:

(1)

"Why Prisons Should be Abolished" was explained by William G. Harris, warden of the state penitentiary, in a talk before the Woman's Club at its monthly meeting yesterday afternoon in the parlors of the First Congregational church.

(2)

"Will You Let Your Baby Die?" is the title of an eight-page leaflet just issued by the State Child Welfare bureau, for free distribution as a part of the annual "Better Baby" campaign which begins June 1.

The prominence of the speaker or the author of a report frequently justifies the placing of his name at the beginning of the story, thus:

(1)

Chief Justice Samuel R. Pitt of the State Supreme Court spoke on "Professional Training for the Bar" at the monthly dinner of the Harrison County Bar association at the Park Hotel last night.

(2)

Lady Astor, first woman member of the British Parliament, in addressing the annual convention of the National League of Women Voters today, declared that she could conceive of nothing worse than a man-governed world except a woman-governed world.

Unusual or significant conditions under which the address was delivered, or the report made, may be played up as the feature; as in these stories:

(1)

Despite the severe thunder storm and the heavy rain that accompanied it early last evening, over 5,000 men and women heard Governor Henry T. Hurson discuss the issues of the presidential campaign at the Auditorium.

(2)

Amid repeated interruptions in the form of questions and protests from his 200 hearers, Mayor Garrison sought to explain his reasons for vetoing the day-light saving ordinance at a mass meeting called by the Citizens' Civic Improvement league in the high school auditorium last night.

The Body of the Story. Whatever form of lead is used for speeches, reports, or interviews, the body of the story generally consists of paragraphs of direct verbatim quotations, combined often with summarizing paragraphs. As the interest lies not only in what a man says but also in the way he says it, verbatim quotations are usually preferred to indirect ones. It is frequently necessary to condense speeches and reports so much that large portions must either be omitted or be briefly summarized. It is

desirable, as far as possible, to avoid combining in the same paragraphs both direct and indirect quotations, or both direct quotations and summarizing statements.

In paragraphs of direct quotation it is often necessary to insert explanatory phrases, such as, "said Mr. White," "declared the speaker," "the report continues," "explained Mr. White in conclusion," "the report concludes," etc., but such phrases should be buried in an unemphatic position in the first sentence of the paragraph. Paragraphs of direct quotation should not begin with such unemphatic phrases as, "Mr. Blank continued by saying, etc.," "The speaker then said," "The report continues." It is likewise ineffective to begin with phrases like, "I believe," "I feel sure," "I think," "I know." The newspaper reader will take for granted that what the speaker says is what he "thinks," "believes," "knows," or "is sure of," and the reporter, therefore, may omit these needless phrases entirely or may put them in a less prominent place. Instead of beginning a paragraph with,

"I believe that inheritance taxes offer a vast reservoir of potential income to the United States government and to the governments of the individual states," said John W. Lovett, chairman of the State Tax Commission,
--

it is preferable to omit entirely the phrase, "I believe," or else to bury it in the quotation, thus:

"Inheritance taxes, I believe, offer a vast reservoir of potential income to the United States government and to the governments of individual states," said John W. Lovett, chairman of the State Tax Commission.

In paragraphs of indirect quotations or of summaries, it is as necessary to use explanatory phrases as in those of direct quotations, and this explanatory matter should be put in unemphatic positions. The form of the phrases should be varied as much as possible so that the repetition

will not be evident. Among the active verbs that may be used in explanatory matter are: "say," "point out," "show," "declare," "explain," "insist," "ask," "advocate," "demand," "continue," "conclude." Passive forms include: "considered," "discussed," "given," "described," "demonstrated." It must always be made plain by these and other means that all matter not quoted directly gives only the substance of the speech or report.

When the body of the story consists of a series of direct quotations, these paragraphs are introduced by such phrases as, "He said in part," "He spoke in part as follows," "The report in brief follows," "His address in full is as follows," or "The complete report follows." Such introductory statements end with a colon, and usually stand alone as a separate paragraph. In a continuous quotation extending through several paragraphs, quotation marks are placed at the beginning of each paragraph but at the end of only the last paragraph of the quotation. Quotations within quotations are set off by single quotation marks, and quotations within quotations within quotations by double marks.

It is not always necessary to arrange the matter in the body of the story in the exact order of the original. When the lead presents the most important statement, the following paragraphs frequently explain or amplify this statement, and then other parts of the speech follow, although in the original they may have preceded. In rearranging the order of quotations, care should be taken to establish close connection between them and to avoid misrepresenting the thought or spirit of the original.

Usually reports of speeches offer little opportunity for "human interest" development, but sometimes by describing the speaker and the occasion the writer can add to the interest of his story.

How a long speech was given in condensed form, partly

by direct quotation, partly by indirect quotation, and partly by summarizing statements, is shown in the following example:

HAMILTON, N. Y., October 7. — Old principles of democracy, such as "All men are born free and equal," and "The voice of the people is the voice of God," are wrong, and based upon mistaken theories by people who wilfully mislead themselves, said Dr. George Barton Cutten to-day in an address delivered at his installation as president of Colgate University.

Dr. Cutten came to Colgate from Acadia University, Nova Scotia, where he has been president for the past decade. He is a graduate of Yale and Acadia. Representatives from 100 other colleges were present to honor the incoming president.

Frank P. Graves of the New York State Department of Education introduced Dr. Cutten, saying "no man could be better equipped for a college presidency."

"The idea of democracy is not only founded on the mistaken theory that all men are born free and equal," said Dr. Cutten, "but upon another theory, equally unsound, that 'the voice of the people is the voice of God.' It has never been so. The voice of God is the voice of One crying in the wilderness. The voice of the people calls 'Crucify Him.'"

Other American shibboleths came in for an equal share of attack. The word "democracy," Dr. Cutten said, has become a fetich in America, and to criticise it is considered not only poor form, but to be destined to failure.

"We are permitted to do the utmost violence to democracy in our actions," said Dr. Cutten, "as long as we extol it with our words."

"By democracy," he continued, "I accept the ordinary meaning of the word, the rule of the people, of the majority. Better still, the definition of Lincoln's Gettysburg speech, 'Government of the people, by the people, for the people.' This seems to be the ideal, especially on this continent, but as yet unrealized. It is true that we have had government of the

people, but never by the people, and only incidentally and unintentionally for the people. If all people were born free and equal, democracy would not only be possible but very desirable. Whether fortunately or unfortunately, this is not so."

The mental tests recently made on one and three-quarter million men in the United States Army, Dr. Cutten pointed out, not only showed inequality, but revealed larger proportions in the extreme classes than we thought possible. With only $13\frac{1}{2}$ per cent of the population able to get through college well, 15 per cent able to get through at all, and 25 per cent able to comprehend the significance of the ballot, democracy, he said, is out of the question.

"The real tariff experts of this country could probably be counted on the fingers of one hand, and these do not agree, and yet we calmly submit the subject of the tariff to the people as a whole, 25 per cent of whom are mentally subnormal, with an average mentality slightly over thirteen years.

"It may be a wise course to treat the people like children and let them play at governing themselves, but would it probably not be as wise to recognize the truth? The play goes on until a problem arises and then we call for a leader. What we mean, of course, is a ruler. The ruler thus called rules autocratically, during the period of difficulty, and then lets us play again. The most autocratic ruler of the war period was the ruler of the greatest democracy — Mr. Wilson."

Dr. Cutten did not mince words. He did not stop with this indictment of democratic government, as it is organized and practiced in this country, but proceeded to more general charges.

"The divine right of the people has no more foundation than the divine right of kings — and both are wrong. Manhood suffrage has been our greatest and most popular failure, and now we double it by granting universal adult suffrage.

"The melting pot figure has been incorrectly interpreted. There is no alchemy in the melting pot. Some, apparently,

thought that if we put gold and silver and copper and iron into the pot the product of the furnace would be gold. We find that we did not get rid of an ounce of iron. In fact, we find after a few generations more iron and less gold."

After presenting this indictment Dr. Cutten proceeded to outline some solution for the problems of democratic government. He said that since aristocracy was overthrown we have been ruled by the intelligentsia, and that it should be realized more and more that rule must be by the aristocracy, by the best.

"The aristocracy," he said, "must inevitably be the most intelligent, but it must also be well trained, benevolently inclined, and willing to admit others to its membership who are fitted to belong. Democracy then comes to be a government of the people, for the people, by those of their number fitted by intellectual ability, moral ideals, and careful training.

"The ruling has always been by the few intelligent members of the community or the nation, and in America the aristocracy has always had the 'open shop.' The training has also been a factor, even if an accidental factor, but the element most lacking has been the moral ideals. Government for the people instead of for the governors must be the keynote of the future, and the task of the colleges and universities is the training of this aristocracy."

Taking up the problem in the peculiar light of the college, Dr. Cutten said that there is a general idea abroad that the form of education is clearly defined and that the only problem a college faces is how best to give this education in the most effective way. This way, he said, in the minds of most people, is through good and well equipped teachers, when, as a matter of fact, "nothing could be further from the truth."

"What the teachers should teach and how the laboratories should be conducted are still matters for experiment and discussion," said Dr. Cutten. "If we are teaching the wrong subjects, the better the teachers the more disastrous the result."

We speak of being conservative in our theology and in our philosophy, but compared with education these are most liberal. Our curricula have not changed in the last millennium. It is true that we have made some advances in the content and material of the subjects taught, but there has been practically no change in the subjects themselves.

"The reason people think that educationalists know what should be taught, and how, is because there has been little change century by century. We teach what we do because it has always been taught or because some other university has been teaching it. We lack courage to make changes in the curriculum which we think ought to be made or to vary our methods in favor of those which we know should be used."

Dr. Cutten briefly discussed the problems of college enrolment and moral training, and concluded:

"It is interesting to note that great intellectual movements and great moral and religious movements have never been far separated. We see it in the founding of colleges in this country. We see it best in the connection between the Renaissance and the Reformation. It is not an accident; it is a natural union. In moral training reference is made not to small things, but to the great responsibilities of life.

"We are told by those who have made a special study of the matter that it is possible that human individual development has reached the limit and that the furtherance of the race must now be through social development. If this means anything it must mean that our intellectual aristocracy shall devote itself to the benefit of the race, solving its problems and initiating improvements; otherwise the whole scheme of development must end. Moral issues then come to be paramount, and the final and most important chapters of the development of the race are strictly dependent on them.

"We are, let us hope, past the day, if indeed it has ever been, when one should make any apologies for the teaching of

Christian ideals in connection with a college or university. There, above all places, should the great Christian principles be exalted, for there can they be of most benefit, and one should hear reëcho from the heart of every college man, the words of Him who came not to be ministered unto, but to minister, and for their sake I sanctify myself. As we bow our heads we hear the voice of prayer, 'Father, I pray not for the world, but for those whom thou hast chosen out of the world.' Who are the chosen out of the world but those who have been especially trained for service for their fellowmen and for the advancement of the Kingdom of God?"

News Stories of Meetings. Since the proceedings of meetings involve the introduction of reports, resolutions, bills, ordinances, and motions, which are usually discussed by one or more speakers, news stories of various kinds of meetings are concerned with material like that of speeches, reports, etc. All sorts of gatherings, whether of private, semi-public, or public organizations, often furnish news of interest and importance.

It is particularly desirable to report completely and accurately the doings of all official bodies, since their proceedings are matters of public concern. In news stories of meetings, as in those of speeches, there is the danger that the reporter will be influenced by his own beliefs and prejudices or by the political or other partisanship of his paper as expressed in its editorial columns. Biased and partisan news stories of official proceedings or of political meetings not only are an illegitimate means of attempting to influence public opinion but injure the reputation for accuracy and fair play both of the paper that publishes them and of newspapers in general.

If intelligent interest on the part of citizens is to be created and maintained in the proceedings of legislative bodies, local, state, and federal, in which they are represented and which are enacting legislation that affects them,

newspapers must publish in interesting and attractive form news of the doings of these bodies. Sound public opinion, upon which the success of a democratic government depends, is possible only when the press keeps its readers well informed regarding the proceedings of public bodies.

The reporter's problem is how to make interesting and attractive what are too often considered dry, routine matters. This requires that he select and play up significant parts and that he show how these are connected with the reader's home and business affairs and with his life as a citizen of the community, the state, and the nation. In a word, the reporter must "bring home" the news to his readers. This can best be done by clear explanation of the meaning of important parts of the proceedings, by spirited reports of the debate on various measures, and by vivid description of the persons and scenes connected with them. In his efforts to make interesting his news stories of meetings, he must beware of giving disproportionate space and prominence to entertaining but trivial incidents. A verbal or even a physical "scrap" between two members at a meeting over some minor matter is too often permitted in news stories to overshadow or even to crowd out completely important parts of the proceedings. To avoid such an undesirable result, it is sometimes better to make a separate story of the interesting but trivial incident.

In the lead is usually featured the most important action taken by the meeting or a summary of the most important parts of the proceedings. The body of the story generally consists of a report of the proceedings in the order of their importance, with the names of the speakers, the resolutions and other proposals that they make, and their speeches, remarks, etc. Resolutions, ordinances, bills, and motions, as well as speeches, remarks, and debate may be presented in direct or indirect quotation form, or may be summarized.

Meetings of scientific and technical societies, and conventions of associations of men and women engaged in various vocations, often contain news possibilities. To find what is of popular interest and significance in the papers read and the action taken, and to present these matters in readable form constitute the reporter's task in covering such gatherings.

Matters of general interest are featured in the following story of a city council meeting:

In spite of the finding of the City Budget Commission that to appropriate money for such a purpose would create a dangerous precedent, the city council, under suspension of rules, last night voted \$5,500 to Arthur J. Williams, contractor, in settlement of his fifteen-year old claim for work done in connection with the building of the West End Pumping station.—The vote was 17 to 3, Aldermen Gross, Tenth Ward, Harter, Third Ward, and Wilcox, Eighth Ward, casting the votes against it.

The claim, which has been urged on city councils and mayors for years, was approved by Mayor Graves, after hearing Harvey G. Spooner, counsel for Mr. Williams, although City Attorney Ryan explained at the meeting last night that there was no legal basis for the claim.

That the payment would establish a dangerous precedent was the substance of the communication from Chairman Harding of the City Budget Commission, read by City Clerk Dean, in the course of the discussion.

Extra work necessitated by the finding of quicksand in excavating for the foundation for the pumping station was given as the basis of Contractor Williams' claim, the amount of which was originally \$10,000 but which was cut to \$5,500 by Mayor Graves before he approved it.

The fight for the payment of the claim was led by Alderman Harris, Seventh Ward, who declared that, although the city might not be legally bound to pay, it was morally bound to do so. In opposing the appropriation Alderman Wilcox, Eighth

Ward, denounced the proposed payment as a "political grab" and called upon City Attorney Ryan for his opinion as to the legality of the claim.

Before the vote was taken Mayor Graves explained briefly his reasons for approving the payment of \$5,500 of the \$10,000, based on evidence submitted to him by Mr. Spooner, counsel for Mr. Williams.

An ordinance to limit the height and character of buildings along Riverview Parkway, introduced by Alderman Gross, Tenth Ward, at the last meeting of the council, was reported favorably by the committee on parks and drives, but because of amendments proposed by Alderman Green, Fourth Ward, it was laid over until the August meeting. The ordinance would prohibit the erection of any building for commercial purposes on the Parkway, and would limit apartment buildings to four stories. Alderman Green's proposed amendments permit retail stores on the first floor of apartments on the Parkway, provided that the plans for them are approved by the city architect, and allow apartments to be five stories in height.

The July payroll for city employees and a number of small claims, as recommended by the finance committee, were unanimously approved.

How matters of general interest may be selected from a program of highly technical papers at a meeting of a scientific society, and how these matters may be presented in a popular manner, are shown in the following story of one day's session of the annual convention of the American Chemical Society:

Sea-weed kelp, automobile engines, and just plain milk were the widely different subjects discussed at the opening day of the American Chemical Society convention now being held here.

On the platform before the delegates, where usually symphony orchestras perform, a motor engine afflicted with "knocking" played the chief overture of

the day, while chemists listened, as intently as opera lovers do to "Carmen," to the effect of the introduction of a chemical compound, invented by Thomas Midgley, Jr., and T. A. Boyd, of Dayton, on the "knocking" discords.

"Chemicals whose action is similar to those known as 'catalysts' even if present only in the most minute quantities," said Mr. Boyd, "can eliminate to a great degree the knocking which is most injurious to engines." The gasoline symphony played on cylinders was to prove his contention.

Sea-weed kelp, which contains iodine and other elements common in sea-water and believed to be beneficial in preventing goitre, was explained to be a necessary part of the diet of those who live so far inland as to be deprived of sea food in quantities.

J. W. Turrentine, whose activities resulted in the establishment of the kelp industry on the Pacific coast, introduced the sea-weed kelp in its new role to the chemists. "The new form," he said, "admits of cheap preparation and preservation, and is easily available for the afflicted people of all countries."

Housewives' uncertainty as to the youth or age of the contents of the bottle found with the newspaper on the porch each morning is the reason for the prominent part of milk in today's meeting. "Methylene blue, a dye, is cleverer and more sure than the nose in detecting the age of milk," said Minnie F. Dresslar, who demonstrated the action of the dye in discoloring old milk and remaining perfectly clear in new. Seven other dyes may be used with equal success, the scientists say.

How the report of an investigation of an important economic and industrial question made at a meeting of a technical society may be handled so that the significant feature is played up, is shown in the following story:

That the two-shift day of 12 hours a shift is not an economic necessity in American industry was voted by the executive board of the American Engineering Council of the Federated Amer-

ican Engineering Societies in session here, after a lengthy discussion of a report of experts on the subject.

When the hours of work have been reduced from twelve to eight, the report shows, increased production amounting to as much as 25 per cent for each worker has resulted in every important plant continuously operated.

The report, presented by Dr. H. E. Howe of Washington, represented two years of investigation, covering practically every continuous industry in the United States.

"In almost every continuous industry," it said, "there are plants which are operating on an eight-hour shift basis in competition with 12-hour plants." It maintained also that in practically every major continuous industry plants which have changed from 12 hours to eight hours have increased the quantity of production per man to as much as 25 per cent. In a few cases, the report said, the increase has been much higher. In the steel and iron industry, which was made the subject of a special report, it was claimed that "the change from the 12 to the eight-hour day has secured results sufficient to compensate in whole or in part for the extra cost."

Other advantages claimed for the eight-hour day in the steel and iron industry were increased efficiency, better morale, elimination of the "floating gang" maintained to give 12-hour men a day off a week, and greater prestige of the industry with the public.

The results of the industrial investigation covered by the report were obtained through two lines of inquiry. One, embracing the steel and iron industry of the country, was directed by Bradley Stoughton of New York, former secretary of the American Institute of Mining and Metallurgical Engineers and former adjunct professor of metallurgy at Columbia University. The second inquiry was directed by Horace D. Drury, industrial investigator and former member of the faculty of Ohio State University. Each inquiry was made the subject of a separate report, presented by Dr. Howe as chairman

of the committee on work periods. Other members of the committee are J. Parke Channing, L. P. Alford, Fred J. Miller and Dwight T. Farnham of New York; Morris L. Cooke of Philadelphia, and L. W. Wallace of Washington.
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The Form of the Interview. The facts and the opinions obtained in an interview by the methods described on pages 51-55, are essentially the same kind of material as that obtained from a speech. In an interview the statements are made to one man—the reporter—instead of to an audience. Seven of the eight forms of beginning for the lead considered on pages 141-144, are therefore adapted to news stories of interviews, the only one that cannot be employed being the title. Owing to popular interest in the person interviewed, particularly when he is a man of prominence, his name not infrequently is used to begin the story. But, since what he says is of importance, the several forms of direct and indirect quotation beginnings are very often used. The body of the interview story, like that of the report of a speech, consists of direct quotation, indirect quotation, and summarizing statements.

The significant point of difference between a speech and an interview lies in the fact that in an interview the facts and opinions are elicited by means of the reporter's questions. These questions, accordingly, would seem to constitute an essential part of the interview story. Nevertheless, the reader's interest is in what the person interviewed says, not in what questions the reporter asked him. As a general rule it is best to suppress the questions completely or to subordinate them and to play up the answers. Sometimes the questions can be embodied in the answers, by having the person interviewed repeat in his answer the reporter's question or the significant part of it. When the questions are given in the story, they may be presented

without any explanatory material, or they may be followed by such statements as, "Mr. Blank was asked," rather than "asked the *Times* reporter." If a man refuses to give any information by declaring in response to questions that he has nothing to say, it may be desirable to give each of the reporter's questions and the man's non-committal answers. In every case where both questions and answers are printed in direct quotation form, each question and each answer should constitute a separate paragraph, like conversation in fiction. •

To indicate that the opinions presented were obtained from an interview, such phrases may be employed as, "said Mr. Blank in an interview to-day," or "said Mr. Blank when interviewed to-day," but these can generally be avoided by the use of explanatory material like, "said Mr. Blank in commenting on, etc.," or "said Mr. Blank when asked his opinion on, etc.," or "said Mr. Blank in speaking of, etc." The various explanatory phrases for reports of speeches suggested on page 146 are adapted to interview stories.

The following examples illustrate the application to interviews of some of the points outlined above:

(1)

Although women spend eighty-five per cent of the money made in the world, the public schools in the United States do not teach girls very much about money — how to earn it, how to spend it, and, above all, how to save it, according to Mrs. Edith McClure Patterson, Chairman of Thrift for the State of Ohio, who is at the Hotel Pennsylvania for a few days.

"If our women were trained to spend the money which goes through their hands," continued Mrs. Patterson, "for the best interests of all members of the home, and if the children received this training also, you can understand what a tremendous uplift it would be to the nation."

Mrs. Patterson has undertaken this thrift work under the auspices of the State Federation of Women's Clubs with the aid of the National Retail Merchants' Association and the Retail Research Association.

"We mean to put every family in Dayton on a budget, and then to have the work spread through the States until it becomes nation-wide," she explained.

"The merchants are back of us because when a woman comes into their stores and buys whimsically and unintelligently, perhaps beyond her means, the goods come back to them or she fails to pay her bills. In either event the transaction is a liability and not an asset to the store. What the merchants want is not to overload the women of the country with things they do not need, but to train them to steady, intelligent and efficient buying.

"Now, thrift should not be something sporadic and it should not be stultifying. I mean that our people should not be trained to hoard, but real thrift should be a healthy growth in the home. In France the women do all their own buying. This is even true of the wealthy families, and at the age of 9 or 10 French girls go with their mothers and learn how to spend money intelligently. No matter how frivolous a Frenchwoman may appear to be, she budgets by instinct, and in one corner of her dainty feminine boudoir is always a desk in which she keeps her accounts down to the last cent.

"When I came back from Europe, realizing how important this work was, I was backed with both money and influence by my late uncle, John H. Patterson, President of the National Cash Register Company, and one of the finest figures in American industry. We discovered that there were 50,000 children in Ohio who left school at the age of 14 and went forth into the world to earn money and spend it. And this helped to spur me on in a work which I hope will have a national effect."

(2)

"Seniority is the element in employment that ties workers permanently to an in-

dustry," said B. M. Jewell, head of the railroad division of the American Federation of Labor, in discussing the seniority issue now the stumbling block in the negotiations between the striking shopmen and the railroad executives. "It makes them feel that they are a permanent part of the industrial and social units to which they have allied their fortunes. With that feeling comes a disposition to buy their own homes, to settle down in a community and to take part in communal life. Seniority is as much ethical as it is material."

"Now let me explain," he continued, "just what it means to the employees and what it means to the employers. In modern society, employers are for the most part impersonal. Certainly that is true in the railroad world. The immediate boss over a group of workingmen is the foreman. If it were not for the seniority rules the foreman would have an unchallenged authority to wreck the social and economic life of every man under him. If he had a grouch some Monday morning, he could take it out on the first man he met on entering the shop by discharging him, and perhaps wreck the life of the man and his family. Such things have been known to happen.

"Under the seniority rules the men who have been employed longest have the preference when work is slack and employees have to be laid off. They also have the preference when better jobs become vacant and promotions are in order. As there is nothing in the rules to prevent incompetent men from being discharged, it stands to reason that generally speaking the men who have reached the higher positions through seniority are the better workmen. That is to the advantage of the employer."

There is another question of ethics that appertains to the seniority rule, which Mr. Jewell said did not effect the shopmen so much as it does the brotherhood employees. Many engineers, firemen, conductors and brakemen live in small towns. To a certain extent their social life is governed by their seniority in employment. It is

one of the subtleties of social life that the conductor who has been on a railroad for thirty years and has earned a good run, should be given a higher social status than a "neophyte" who has only been with the road 10 or 15 years.

Another thing which seniority gives to these employees is an insurance of employment in their old age commensurate with their strength. Take for instance the conductor who has grown old in the service of a railroad. He would not, in all probability, be able to perform the heavy duties of a conductor on a way-freight, but under the seniority rule he has advanced far beyond that stage. He has been graduated to one of the easier runs on a passenger train, a run which does not tax his strength or interfere with his domestic life as much as the more arduous positions in his craft. If it were not for the fact that seniority entitled him to this easy berth he would be pensioned off at half pay some years before he was completely incapacitated for work.

"I have mentioned that a modern employer, being a corporation, is impersonal," said Mr. Jewell. "But the executives, who have no personal contact with the great mass of their employees, sometimes have theories about shifting bosses. For instance a shop superintendent may have made good in one locality and the executives, finding that the work in another shop is slack, will shift the good superintendent there, and put a new man in his place. The personal equation is strong in the relations between a superintendent and his men. Perhaps the new man will take a personal dislike to certain men whom he finds in the shop. If it were not for seniority he could easily discharge those men.

"Some railroad executives have a theory — and I don't say it is a bad one — that it is a bad thing to keep foremen and superintendents in one locality too long. Perhaps they form friendships among the men, which is bad for discipline and efficiency. So these foremen and superintendents are shifted around as police captains are frequently shifted in cities.

But if it were not for seniority, the rank and file men in these shops would be continually at the mercy of personal prejudices whenever the executives decided to shift their supervisors."

An examination of the records of railroad strikes extending back to the big strike of 1894, Mr. Jewell pointed out, fails to disclose a single instance where the question of seniority entered into the settlement. In every case when the strike was settled the men went back to work in their old jobs. Seniority does not apply to the employees who are members of unions only. Non-union employees have the same seniority rights as the union employees. But if it happened in any shop where the strike is on today, that 299 men walked out and one man stayed, and that man, being at the bottom of the list when the strike was declared, should take the top of the list when the strike is settled, it would change the jobs of each one of the 299 men who walked out, when they returned to work after the strike was settled.

"We contend," concluded Mr. Jewell, "that the seniority issue is a straw man set up by the railroad executives. In every strike that is settled the men go back to their old work. If the railroad officials were able to sustain their position on this seniority issue, it would be like settling the strike all except putting the men back to work. In other words, there would be no settlement at all."

Combining Several Interviews. When a number of interviews are included in one story, the lead usually presents the consensus of opinions given, and explains or summarizes the results. The separate interviews may be combined in one of several ways. Not infrequently the name of the person expressing the opinion is put at the beginning of the paragraph and is followed by the quotation. In other cases the quotation for each person is put first in the paragraph, and the explanatory matter follows at the end of the first sentence. The following examples illustrate both forms:

(1)

Sentiment among Harwood Avenue business men is divided in regard to the widening of that street from the bridge to Fourth Street, recommended by the City Planning Commission to the Common Council at its meeting last night.

Although all of them admit the need of a wider thoroughfare, some believe that the cost of the improvement would add too much to the already high taxes.

"Harwood Avenue must undoubtedly be widened in the near future," said Henry C. Karns of the Consumers' Grocery Company, this morning, "but I am not sure that the tax-payers are ready to assume the burden of the cost at this time. Personally I am in favor of making the improvement as soon as possible, regardless of the cost."

Similar doubts as to the wisdom of adding to the city taxes to defray the cost of widening the street were expressed by J. R. Harrison, president of the Harwood Branch of the State Bank, Otto C. Vogel of the Vogel Drug Company, and Charles Dean, manager of the Deerfield Laundry, although they all favored the improvement.

Others approve the proposal.

"It will cost less to make the change now than it will a few years hence," said Dr. C. V. Jones, Cambridge Apartments, "and taxes are not going down very much in the near future. The ordinance recommended by the City Planning Commission should be passed, I believe."

"The sooner the avenue is widened the better," was Harvey T. Parker's comment on the proposal. "Traffic is now so congested that automobilists avoid our street, and take streets where they can get to the curb easily. Our business suffers from the present situation."

(2)

That the question of adopting the city manager plan for Chester should be submitted to the voters at the spring election, was the opinion expressed by many Chester business and professional men today. The talk on the city manager plan by

Prof. Carl Hunt of the Dover Normal School at the City Club, Wednesday noon, aroused considerable interest in the plan.

Centralization of authority and better business methods in municipal affairs were urged in favor of the proposal by its advocates.

When interviewed today, those who were in favor of the plan included the following:

WILSON R. HARRISON, President of Commercial National Bank — "The city manager plan should certainly be submitted to the citizens at the next election, and I believe that the proposal will be adopted."

ARTHUR C. PERKINS, Secretary of the Harrison Building House Association — "To place a city manager in control appeals to me as the best method of managing municipal affairs in a city of the size of Chester, and I hope that the question will be brought before the electorate next spring."

HENRY R. DE RAIN, of Hawley, Jenks, and De Rain, lawyers — "The adoption of the city manager plan by several cities of the state indicates an appreciation of the advantages of this centralized control of municipal government. Voters here should have an opportunity to put Chester in the list of progressive cities of this state."

Criminal and Civil Court News. Under the term "court news" are included all forms of judicial procedure such as police court cases, criminal trials, civil suits, divorce cases, bankruptcy, wills and other probate court proceedings, decisions of higher courts, and findings of judicial officials. Although the details of court proceedings are so varied that it is difficult to specify all the points that may be included in court news stories, the following are the usual ones: (1) the filing of charges, complaints, and answers, (2) the grounds on which a suit is based, (3) the net results of the day's proceedings in a trial, (4) the most important

testimony, (5) the verdict and the conditions under which it was rendered, (6) the sentence imposed, (7) the decision rendered and its significance, (8) the history of the case or action, (9) the provisions of a will, (10) the liabilities, assets, and cause in bankruptcy, (11) the award, or finding.

Importance of Court News. Because the courts are one of the three fundamental branches of government, and because the administration of justice plays an important part in social relations, news of courts should be matters of public concern. Interesting and significant phases of court news are often obscured by legal technicalities and verbiage, so that, unless a reporter has some knowledge of law, he is unable to discover and use them. Hence it not infrequently happens that important news which the public should have is not published; or, if it is printed, its significance is not brought out.

In handling court news, the reporter should select and emphasize those phases (1) that are significant to readers in their personal affairs, (2) that affect the interests of the local community, and (3) that relate to the welfare of society as a whole. A decision, for example, that is of primary interest only to the litigants may interpret a law of wide application, and hence can be shown to be of value to many readers because it affects vitally their home or business interests. So, also, news of the legal punishment meted out to wrong-doers is valuable because it tends to deter others from similar acts and thus helps to accomplish one of the chief objects of such punishment. In short, to furnish interesting, accurate news of significant phases of legal proceedings is an important function of the press.

In some criminal and divorce court news, as in criminal news discussed on page 126, the reporter should guard against writing a story that will exert an unwholesome, anti-social influence. Testimony often deals with gruesome details, minute accounts of methods of crime and

vice, and illicit sex relations, which, if reproduced in news stories, will no doubt be read out of curiosity by a considerable number of persons but which unquestionably will have a bad effect on many readers. The greatest care must be taken to present objectionable matter in such a way that it will not give offense and will not injure any member of the family when printed in a paper that goes into the home.

The Form of Court News Stories. The material involved in court news is like that of speeches, reports, and interviews. The arguments of attorneys are in the nature of speeches; the decisions of judges are practically reports; legal documents are printed reports; the examination of witnesses approximates the question and answer method of interviewing. Direct and indirect quotation, summarizing statements, and verbatim questions and answers are used in news stories of legal proceedings as they are in reports of speeches, interviews, etc. Special forms for presenting testimony will later be considered in detail.

Hearings and Investigations. State and federal commissions and committees of legislative bodies frequently conduct hearings and investigations that closely resemble judicial proceedings. Attorneys and representatives on both sides present facts and arguments, witnesses testify and are questioned, decisions and findings are made, and other methods of legal procedure are followed. As these hearings and investigations are usually concerned with current problems, news of them can generally be made both interesting and significant.

Writing the Lead. What the lead of the trial story should contain is determined by the status of the case in court. If a verdict or decision is rendered, that news is naturally the feature. If the trial is not completed, either the most significant testimony or the net result of the day's proceedings may be made the feature. As the trial goes

on from day to day, it is necessary to explain briefly in each story, usually in the lead, what the case deals with, who the parties are, and before whom and where the trial is being conducted, so that the situation will be clear to readers who have not seen the preceding stories of the trial. The reporter must not take for granted that, because all this information was given once when the accused person was arrested, or when the trial was begun, he need not give his readers information every day as to the essential elements of persons, time, place, cause, result, etc. Any one of these essentials, as in other stories, may be the feature of the lead. When, for example, a jury has been deliberating for a long time in an interesting case, the exact time at which it reaches a verdict may be placed in the first group of words, before the verdict itself.

Hearings before committees of legislative bodies, involving information and arguments for and against proposed legislation, and the taking of testimony by investigating committees, partake so nearly of the nature of trials that the forms and methods of the one apply to the other with little or no modification.

The various forms given below of leads for reports of trials, hearings, and investigations show some of the possibilities:

(1)

Careless, irresponsible automobile drivers should have their licenses revoked, Chief of Police Gardner urged yesterday at a meeting of the legislative committee on motor vehicles appointed at the last session of the state legislature to investigate the question of stricter regulation of automobiles.

(2)

Diphtheria can be made as rare as smallpox in Hamilton if \$2,500 is added to the appropriation of the Health Department for the coming year, Dr. Henry C.

Wilcox told the finance committee of the common council at its budget session in City Hall last night.

(3)

Because seventy young men paid him \$5.50 each to secure them positions in moving pictures, according to his advertisements, Rudolph Martini, 152 Herron Place, was sentenced to serve sixty days in the county jail by Federal Judge Faxon, yesterday, after Martini had pleaded guilty of using the mails in a scheme to defraud.

(4)

Testimony designed to show that Austin H. Harden, retired lawyer, who died last April, was not of sound mind when he made his last will was introduced in the Probate Court at today's hearing before Judge Harvey in the contest brought by Mrs. Jane Wesson of Detroit, a niece, to have the will set aside.

(5)

That the prospectuses of the Big Bend Gold Mining Company contained false statements was admitted by Harry T. Sherman, former secretary of the defunct company, on trial charged with publishing false information in regard to stock, before Judge Hilton in the Circuit Court yesterday afternoon.

(6)

The discontinuance of every bus line in the city operated or supervised by the municipal authorities was ordered in an injunction granted yesterday by Supreme Court Justice George V. Mullan on petition of Edward Schafer of Schafer Brothers, bankers, 120 Broadway. The injunction will leave only the Fifth Avenue bus line in operation and will affect more than 200,000 passengers.

(7)

"Guilty of murder in the first degree as charged" was the verdict of the jury last night in the case of Pietro Direnzo, 20-year old steel worker charged with shooting his sweetheart, Marie Pisano, on July 7 last.

Forms for Testimony. The body of stories of trials and investigations consists of direct quotations of the most significant testimony and arguments, with indirect quotation and summaries of other parts not worth quoting verbatim. The same general principles apply as in the case of speeches and reports, except when it is desirable to give questions and answers in direct or cross examination of witnesses. Three forms may be used for testimony in news stories: (1) the question indicated by "Q" and the answer by "A," both question and answer being given in one paragraph without quotation marks; (2) the question and the answer in quotation marks, each followed by the necessary explanatory matter and each in a separate paragraph, like verbatim conversation in fiction; (3) a summary of the testimony of each witness in indirect quotation form, with the name of the witness at or near the beginning of the first sentence of the paragraph containing his testimony. If on direct examination a witness's testimony, although interrupted by questions, is fairly continuous, the questions may be omitted, and the story told by the witness may be given in continuous form. When the facts of the testimony, rather than the verbatim form of it, are sufficient, these facts may be summarized without using either direct or indirect quotation.

How the several forms of reporting testimony appear in newspapers is shown by the following examples taken from the body of the story, the lead being omitted here:

(1,

Thomas W. Farlin of Freeport, the next witness called before the committee, said that he was engaged in the real estate and fire insurance business, and that he represented Davis, Hibbard & Company, fire insurance brokers of this city.

"Was there a general increase in insurance rates on dwellings and stores in Freeport during the last three years?"

asked William C. Brown, counsel for the committee.

"Yes, all the rates have gone up," said Mr. Farlin.

"Did you learn why the rates were raised?"

"Oh, they joined the Fire Insurance Exchange."

"Who did?"

"Davis, Hibbard & Company."

"That's why the rates were raised?"

"I suppose so."

"You joined the Exchange too?"

"Yes."

"Why?"

"They told me I'd have no trouble with the new rates."

"Were you forced into joining the Exchange?"

"I found that it was necessary in order to write policies."

Mr. Farlin said that he preferred belonging to the exchange to doing business as an independent broker because it meant more money and less trouble.

"So you're in favor of the higher rates?"

"Oh, no."

"But you get more premium, don't you?"

"Yes."

(2)

Mr. Green then took the stand. In response to questions of Henry T. Williams, his counsel, he said that he was 57 years old, had lived in the city 50 years, and was a man of family. He named several social and charitable as well as financial institutions with which he was associated. In 1880, he said, he had entered the employ of the Harrington & Wilson Co. as a shipping clerk in the sugar department, subsequently he had been promoted to the position of cashier, and for the last 23 years had received in that position a salary of \$5,000 a year.

Mr. Williams then sought to show that his client had no connection with the weighing of raw sugar on the docks, where the fraudulent practices are alleged to have taken place.

Q. — How much money was paid

through your office in the course of a year? A. — Four million dollars.

Q. — So yours was a busy office? A. — Decidedly so.

Q. — How long were the raw sugar clerks in your office? A. — About twenty years.

Q. — Did you regulate their duties in any way? A. — No.

Q. — Were you connected with the docks in any way? A. — No, that was a separate department.

Q. — How many times a year would you be on the raw sugar docks? A. — Twice a year.

Q. — How often were you in the dock department offices? A. — Only five or six times in twenty-five years.

Q. — Were you ever in the scale houses? A. — Never.

At this point the court adjourned until this afternoon when the direct examination of Mr. Green will be continued.

(3)

Mr. Hiller, Mr. Hart's attorney, then asked Mrs. Hart why it was necessary to have so many gowns.

"At Palm Beach I had to change my gowns three times a day, and I had to have outfits of automobile clothes besides," said Mrs. Hart.

"Do you wear the same dinner gown twice?" said the attorney.

"Women who can afford it never wear the same gown again at the same place," she replied smilingly.

"What do you pay for your dinner gowns?"

"Three hundred dollars; sometimes five or six hundred."

"Apiece?"

"Certainly," snapped back the witness.

How to Make Court Proceedings Interesting. One method of selecting and arranging interesting details in legal proceedings is shown by the following court story of a bankruptcy case, in which the reader's attention is attracted by the feature played up at the beginning:

How to start a furniture installment house on less than \$1000, vote yourself a salary of \$10,000 a year, furnish a mansion and live like a prince — all on the income from the original investment — was revealed to District Judge Van Buren yesterday in the questioning of John C. Winifred. The court was astounded and angered. When the hearing ended Winifred was on his way to the county jail to begin an indeterminate sentence for contempt as a result of "mushroom" financing.

The story of Winifred's remarkable success at furniture finance was told during the court's investigation of the bankrupt Bijou Furniture Company, 610 Devine Street, of which Winifred was owner. Winifred had a branch store at Plaintown. Two days before his creditors filed an involuntary petition of bankruptcy Winifred sold the branch "Furniture Club" business to Frances Hankow for \$1100.

John Whittle, counsel for the receiver, thought the \$1100 belonged to the creditors. Judge Van Buren agreed with him. Winifred was ordered to produce the money. When he appeared in court without it, the judge sent him to jail until he changes his mind.

Winifred operated a "furniture club," members paying from 25 cents to \$1 each week. Its 2500 members had paid in more than \$40,000 when the crash came.

The "furniture wizard" said he began business about two years ago with a capital of less than \$1000. He voted himself an annual salary of \$10,000, the money being taken from the accumulated payments of club members. Attorney Whittle further found that the residence at 4621 Oakland Place had been purchased and then furnished without regard to expense. This property rests in the name of Mrs. Winifred. It was admitted that this luxury was paid for by the poor who can afford to buy furniture only by making a small payment each week.

Methods of selecting and playing up in the lead information of general interest are shown in the following story of a civil suit that concerned directly only two physicians and the business man whom they were suing:

"I charged John Hazard \$250 for the operation on his daughter because I knew that he could afford to pay it. I admit that I was influenced in fixing this fee by his reputed financial condition. If he had been a poor man, I would n't have charged him a cent for my services. When I make out my bill, I charge for services rendered, but I am influenced by what I believe the patient can pay."

In this way Dr. W. T. Gruen explained his system of making charges for his professional services as surgeon, when he appeared on the witness stand yesterday morning in the civil suit which he and Dr. Henry G. White had brought in the circuit court to obtain payment for their services from John Hazard, secretary of the Wilson Milling company.

"The physicians and surgeons of this city, when they have saved a man's life, take into consideration the patient's financial circumstances in fixing their fees," testified Dr. White, when asked to define the system followed by Stanton doctors in making out their bills.

Drs. Gruen and White sought to obtain the payment of a bill for \$250 which they submitted for performing a successful operation for appendicitis on Mabel Hazard, 13-year old daughter of the defendant.

After hearing the evidence, Judge Arthur Hinton decided in favor of the plaintiffs, the doctors, and ordered Mr. Hazard to pay the bill.

Court Decisions. The body of reports of important court decisions consists of summaries of the decisions with explanation of their significance, or of quotations from the decision when the language of the decree is important.

The significance to every citizen and tax-payer of New York state of a decision affecting the taxation of only one company but applicable to a large number of other organizations, is brought out in the following court story:

The elimination of from \$40,000,000 to \$50,000,000 worth of personal property from the tax lists of New York State will

be the result of a decision yesterday by Supreme Court Justice John C. McAvoy, if it is sustained by the United States Supreme Court, freeing the United States Shoe Corporation from payment of a personal property tax in this state.

The decision by cancelling the tax levied against the personal property of the United States Shoe Corporation affects all so-called "foreign," or out-of-state companies, some of them among the largest tobacco, sugar, and oil producing firms in the country.

The grounds on which the United States Shoe Machinery Corporation applied to have cancelled the assessment made against it by the local tax board were that it had already paid taxes under Section 219 of the Tax law of 1918, which set forth that "corporations taxable thereunder shall not be assessed on any personal property for capital tax as provided for in Section 12 of this chapter."

The New York Tax Board assumed that the exemption clause was intended to affect only New York State corporations, although "foreign" corporations in common with those in the state were otherwise taxed.

The application of the Shoe Machinery Corporation for exemption as an out-of-state company is the first to be acted upon by the courts.

Because it affected all users of trolley lines in the state, the decision of the Rhode Island Supreme Court, as presented in the following news story, was a matter of general interest:

Increases in the fares and changes in the fare zones of the Rhode Island Company, permitted by orders of the Public Utilities Commission, were upheld by the Rhode Island Supreme Court in an opinion handed down yesterday. Appeals by nine cities and towns had been taken from the order of the Public Utilities Commission entered on September 23.

The orders sustained increased the fare from five to six cents in each zone, and the charge for transfers from one to two

cents, but maintained the existing zone limits.

Judge Stearns, in delivering the opinion of the Supreme Court, gave an extended description of the troubles of the Rhode Island Company leading up to the report of a special legislative committee presented April 2, 1918, together with a summary of an act authorizing the Public Utilities Commission to approve an increase of fares charged by the company from 5 cents to 6 cents.

"No question is raised," the opinion stated, "in regard to the power of the Legislature to give authority to the commission to regulate the public utility in question, but the argument is made that it has not done so. We think there is no merit in this contention, and without detailed discussion of the matter we think the authority of the commission is clear and ample in regard to the subject matters under discussion.

"That the State did not surrender unrestrictedly to the municipalities its governmental power of regulating rates is evidenced by the enactment in 1902 of the 'Free Transfer act.' The paramount authority of the State to regulate rates of public utilities through the agency of a commission is well established.

"The orders of the Public Utilities Commission appealed from are sustained and affirmed. The appeals therefrom are denied and dismissed."

Appeals were taken by the cities of Cranston and Pawtucket, and by the towns of Warwick, Johnston, North Providence, Burrillville, West Warwick, Cumberland and East Greenwich at the time that the permission was granted the Rhode Island Company.

Arguments were made and briefs submitted by the City Solicitor of Cranston and the Town Solicitor of Warwick in behalf of those municipalities, and the cases of the other appellants were submitted without arguments or briefs.

Quoting from Publications. Government publications, pamphlets, books, and magazines often contain material

for good news stories, particularly when copies can be secured so that the story may be printed simultaneously with the publication of the bulletin, book, or magazine. The use that may be made of an article in a scientific publication is shown by the following story, which in form is like the stories of speeches and other utterances discussed above:

Serious dangers in children's parties, dancing schools, and even kindergartens are pointed out by Dr. Thomas S. Southworth of New York, writing in the Journal of the American Medical association. He finds them agents in spreading infectious colds leading to more serious ailments.

Against "light colds" themselves he warns parents, and urges the use of rational preventive measures. To parental carelessness, selfishness, and lack of common sense he attributes much of the illness among little children.

"The amount of injury done to young children each year by such colds can scarcely be estimated," says Dr. Southworth. "During their prevalence the possibilities of infection are excellent if the child rides in public conveyances, or is taken to hotels or crowded shops.

"Children's parties or dancing schools for the very young come under the same ban. It is an open question whether the greatly increased opportunity for major and minor infections in kindergartens does not more than offset the real advantages they offer.

"Excluding exceptional cases, I am of the opinion that safeguarding the health of the young child is the more important consideration, and that any home worthy of the name should be able to furnish all the simple instruction and direction of the play instinct the child requires."

SUGGESTIONS

1. Get advance copies of speeches, statements, and reports when it is possible.
2. Give direct, verbatim quotations whenever they are effective.

3. Don't misrepresent a speaker by "playing up" a quotation that, taken from its context, is misleading.
4. Combine excerpts into a coherent, unified story.
5. Select the form of beginning best suited to the subject-matter.
6. Set off as a paragraph a direct quotation of more than one sentence at the beginning of a story.
7. Avoid too many or too involved "that" clauses in the lead.
8. Put strong direct or indirect quotations at beginnings of paragraphs.
9. Don't place unemphatic phrases at the beginning of a paragraph, such as, "The speaker then said that," etc.
10. Avoid as far as possible combinations of direct and indirect quotations in the same paragraph.
11. Avoid "I believe," "I think," etc., at the beginning of sentences of direct quotation.
12. Make separate paragraphs of introductory statements like "He said in part," and end them with a colon.
13. Give in the lead of each day's story of a trial, the essential explanatory details concerning the case.
14. Vary explanatory phrases; don't use repeatedly in the same story "he said," "the report continues," etc.
15. Don't fail to enclose in quotation marks every direct quotation.
16. Use single quotation marks for quotations within other quotations.
17. Use quotation marks only at the beginning of each paragraph of a continuous quotation of several paragraphs and at the end of the last paragraph.
18. Quote important testimony verbatim.
19. Keep yourself out of your interviews.
20. Don't let your own opinions or those of your paper affect the fairness and accuracy of your reporting.
21. "Bring home" to your readers the significance of the proceedings of courts of law and meetings of governmental bodies.
22. Discover and popularize important points in the proceedings of scientific and technical societies.
23. Make your reports of criminal trials constructive, not destructive, in their influence.

PRACTICE WORK

- (1) Write a 300-word news story on the following speech, which you may say was delivered by Hiram G. Short, chairman of the State Tax Commission, before the City Club at its luncheon to-day.

Prohibitive municipal, state and federal taxes, representing expenditures beyond ability to pay have forced the honest landlord to charge unusually high rents. Hence the problem of rent reduction is inseparable from a consideration of real estate taxes, now a heavy overhead expense, disproportionate to the old time allowances of from two to three per cent in computing gross rentals.

High rents are usually the reflection of high tax rates. Under our system of taxation, the major portion of all the money that is appropriated for state, county and municipal purposes must be raised by a tax on land and buildings. Since the earliest days our dwelling places have borne an unusually large proportion of our governmental expenses. They cannot well be moved and people must be housed, so that no way is open to shift the burden when taxes upon real estate are required for the final balance due to cover appropriations made for municipal purposes.

When extravagance in expenditure is the rule, high rents occur. In towns and cities, the administration can be so selected as to insure economy in management. As the amount appropriated for municipal purposes is increased, so will the amount necessary to be raised on real estate increase, and consequently an increase in rents follows. When less money is appropriated for municipal purposes, a less heavy burden will be laid upon real estate and smaller rents should follow.

While rents may be high because of the demand for residences in a particular community where housing facilities are limited, or because of construction costs, taking the state as a whole rents can be reduced by the spending of less money for municipal purposes. A community is not unlike an individual, and to prosper, it must live within its means.

The community that has not the property enabling it to meet increased appropriations, within reasonable taxation bounds, for roads, bridges, water and sewage systems, and municipal improvements generally, must forego them if it desires to have the cost of government made less heavy. No one ever will discover a way for a community to have all that it can possibly want and not be required to pay for it, any more than can an individual live beyond his ability to pay without sometime reaching a day of reckoning that will leave him badly shattered.

That is the simple secret to much of the prevalent high rent, aside from the flagrant examples of profiteering, speculating and dishonest business methods which have so aggravated the entire subject of housing charges. It involves communities rather than landlords or groups of real estate investors and the solution is concerted economy, a sharper community sense of values and expert financial supervision of its moneys.

- (2) On the basis of the following summary of a report, write a news story from a constructive point of view in which the significance of these figures is emphasized.

The Association of Railway Executives has just published figures giving the results of its "check-up" of an investigation made at 300 prominent grade crossings on the larger railroads to test the public's interest in the "careful crossing campaign" which was carried on during the Summer months.

At the crossings in question a surprise test was made on July 15 and 16 last.

It is proposed, according to the association, to conduct another surprise test on the same basis probably at the same crossings. Hope is expressed that as a result of the publicity given to the "careful crossing campaign," progress will be noted.

"There is still much to be done to impress drivers with their obligation to approach and cross over railroad tracks with great care," according to railroad executives, "particularly when it is remembered that practically all automobiles contain innocent potential victims if carelessness follows."

Following is a summary of replies received from fifty-two railroads on the result of observing automobiles at crossings:

1. Kind of protection, if any —			
First crossing.....	None		
Second crossing.....	None		
Third crossing.....	None		
2. Total number of vehicles (all kinds) passing over crossings during eight-hour period —			
	July 15.		July 16.
First crossing.....	69,971		63,184
Second crossing.....	55,092		45,778
Third crossing.....	58,747		55,534
3. Total number of vehicles stopped for observation by driver —			
First crossing.....	1,292		989
Second crossing.....	1,683		854
Third crossing.....	1,061		867
4. Total number of vehicles passing over crossing where driver looked in but one direction —			
First crossing.....	12,455		13,384
Second crossing.....	10,340		8,545
Third crossing.....	8,838		8,125
5. Total number of vehicles passing over crossing where driver looked in both directions —			
First crossing.....	11,654		13,761
Second crossing.....	10,788		9,868
Third crossing.....	8,380		8,378
6. Total number of vehicles passing over crossing without driver observing any precautions —			
First crossing.....	42,863		32,659
Second crossing.....	30,446		20,954
Third crossing.....	17,557		12,128
7. Total number of vehicles passing over crossing at a speed of 20 miles or more per hour —			
First crossing.....	5,236		5,407
Second crossing.....	4,554		3,503
Third crossing.....	4,278		3,475

The investigation was carried on at crossings not protected by gates or flagmen.

CHAPTER VII

SPORTS, SOCIETY, AND SPECIAL OCCASIONS

Special News Fields. Although news stories of unexpected occurrences and of various forms of utterances illustrate the application of practically all the principles of news writing, there are several special kinds of news that deserve separate consideration. Among these are news of sports, society, and special occasions. On the majority of newspapers the special fields of sports and society are covered by reporters designated as "sports writers," "sporting editor," and "society editor." Special occasions are usually assigned to experienced reporters, "star reporters," as they have been called. To report adequately news of these special kinds requires more or less expert knowledge and ability, which reporters gain from training and experience. Not infrequently, however, exigencies demand that a regular reporter be sent out to cover an athletic contest, a society event, or some special occasion. Hence every reporter should familiarize himself with the best methods of handling all kinds of news, so that he will be ready to do successfully whatever is assigned to him.

News Stories of Sports. The wide-spread interest among all classes in various forms of sports, both professional and amateur, has led newspapers to devote a very large amount of space to sporting news and gossip. Although interest in physical contests of prowess and skill has been great among most peoples in all ages, this interest in earlier times was confined largely to the participants and to the spectators. With the extension of newspaper reading to all classes, however, the interest in athletic contests has extended to thousands who neither witness

nor take part in these contests. Hundreds of thousands of newspaper readers who seldom if ever see a major league baseball game, an intercollegiate football match, or a big boxing event read eagerly not only the reports of such contests but all the news of the preliminary training of the contestants for weeks before the events. Newspapers unquestionably have been potent factors in stimulating this great interest.

To satisfy a normal, wholesome interest in all kinds of legitimate contests is within the generally recognized sphere of the press. Critics of newspaper tendencies, however, have objected that many papers give disproportionate space to news of sports, and that they have continued to stimulate interest in betting on horse races after it has been barred by law. College and secondary school authorities, also, have protested from time to time against the undue exploitation by the press of school and college contests and contestants, as inimical to the best interests of amateur sport. All of these criticisms deserve thoughtful consideration.

If an excessive amount of space and prominence is given to sporting news, many readers, no doubt, are led to spend on it too much of the limited time available for newspaper reading, to the neglect of more significant events. If odds and tips on horse races are published, betting is encouraged. If high school and college athletes and athletic contests are magnified by newspaper publicity into big, spectacular proportions, injury is done to them and to amateur sport.

Types of Stories of Sports. News stories of sports may be classified as (1) those that deal with training, conditions, and prospects before the events, (2) those that report the contest itself, and (3) those that analyze the event and its results.

Accounts of preliminary training with an analysis of the

work of individual players and of the team as a whole, and comparison with that of their prospective opponents, require expert knowledge, careful observation, and a clear expository style. Reports of contests give opportunity for lively narrative and effective description to reproduce both the details of the contest and the spirit of the occasion. Popular interest in the personalities of the contestants and in the crowds attending the contests gives opportunity to develop a note of human interest. Critical reviews of the contest after the event, particularly in relation to past and future events in the same sport, demand good judgment and analytical ability, as well as a good expository style. Good English is better than sporting slang.

Methods of Reporting Contests. The sports editor and writers need to be quick, accurate observers to see every detail, not only in the games and contests, but also in the training and practice. Even so, such reporting is not easy. In a football game, for example, it is difficult to determine in a given play which of the players carries the ball or makes a tackle unless the reporter can recognize him quickly on the field. In all games he must follow each play carefully, undisturbed by the demonstrations of the spectators. Amid the noise and excitement he must keep his head. Quickness and accuracy of observation are essential to getting the facts correctly in any sporting event.

The sports writer may either take notes as the contest proceeds and write his story later, or he may write a "running account" while the event takes place, so that his "copy" will be ready for publication as soon as he has written a lead immediately after the contest is over. If time permits, the former method is preferable, because the reporter can write his story with greater perspective than is possible in a running story. In some cases the reporter dictates his story over the telephone, detail by detail, as the contest goes on; in others he turns over his

copy, page by page, to a telegraph operator at an instrument near by. The ability to work rapidly is as important in handling sporting news as it is in other types of reporting.

Reporting a Football Game. A football game affords a good opportunity for the student reporter to get excellent practice in covering an athletic contest. In preparing to report a game, he should get from the coach or the captain the correct line-up of each team and the names of the officials. If the line-up is written on a piece of cardboard and arranged so that the exact position of each player with his number can be seen at a glance, the writer can refer to it constantly in reporting the plays. The way to arrange the line-up, before adding the number of each player, is shown below:

<i>Chicago</i>			<i>Wisconsin</i>		
McDonald—L. H. B.	Williams—L. E.	R. E.—Halpin	R. T.—Muldron	R. H. B.—Lynch	
	Frean —L. T.	R. G.—Peake	C.—Du Plain	Q. B.—Keeler	F. B.—Holt
Smith—F. B.	Johnson —L. G.	L. G.—O'Neil	L. T.—Minton	L. H. B.—Dye	
Pinch—Q. B.	Hool —C.	L. E.—Schmidt			
	Skillub —R. G.				
Kidder—R. H. B.	Dillon —R. T.				
	Reisen —R. E.				

The reporter watches both teams carefully to see which men make each play, and as soon as the teams line up again, he notes the position that each of these men takes, so that he may identify them from his line-up card. As the game progresses he is able to recognize some of the players who repeatedly take prominent parts, and he need not refer to the line-up so frequently. The reporter may take notes on the plays as they are made, or, if it is necessary to mail or telegraph the story very soon after the game is over, he may write a running account as the game progresses, adding the lead after it is over.

In the choice and the arrangement of details, the story of a football game is not unlike other news stories. In the lead are placed the essential facts, which are the result, the score, the causes of victory and defeat, the teams engaged, the time and place of the contest, and any impor-

tant circumstances. Because every reader is most interested in the result, that fact is usually "played up" as the feature. Why one team lost and the other won, or why the score was tied, the second fact in point of interest, is likewise given a prominent place at the beginning of the lead. A characterization of the playing of each team, an account of how and when the scoring was done, mention of the work of star players, and a description of the crowd, the condition of the field, and the weather, are the other details which are put in the lead. Following the lead is the story of the game told in as much detail as the assignment requires. If a short account is desired, only the important plays are given; if a full report is wanted, every play is described. After each score is made, and at the end of the report of each quarter, the complete score up to that point is given. At the end of the story are placed the line-up, a summary of the plays, and the names of the officials.

Story of Football Game. The following report of a football game, which with a headline filled a column, characterizes the playing, and describes the most important plays, but does not give a report of each quarter, play by play.

Princeton, N. J., Oct. 14. — After out-playing its rival for the greater portion of the game, Colgate was defeated by Princeton, 10 to 0, in the Palmer Stadium this afternoon.

A brilliant seventy-yard run by Old Nassau's versatile back, Jack Cleaves, in the second quarter, turned the tide, which was then running strongly in favor of the men from Hamilton, and gave the Tigers their first score. Toward the close of the fourth period a beautifully executed forward pass, Snively to Cleaves, took the ball deep into Colgate's territory, giving Smith, the Princeton right end, a chance to add three more points to the Tigers' total by a field goal.

For the first three-quarters of the game Colgate completely outplayed the Tigers. Time and time again the Maroon players started marches from the centre of the field toward the Tigers' goal, only to fail in the pinches.

Three times the Colgate men were in a position to score and as many times Quarterback Sanford called for a forward pass which put the seal of doom on their chances. In the first quarter the Maroon backs, by steady attack at Princeton's centre and flanks, worked the ball down to the Tigers' twelve-yard line. After Sanford had hit off tackle for five yards, he attempted a forward pass on the third down, but Cleaves knocked it down over the goal line.

Again in the second quarter, after puncturing the Tiger wall for fifteen yards following Leonard's recovery of a Princeton fumble, Sanford called for another forward pass, which resulted in Cleaves's long sprint through a broken field for Princeton's touchdown. The final instance came in the third quarter when the Maroon had the ball on Princeton's three-yard line. The Colgate quarterback called for another pass with two yards to gain on the fourth down, and the ball went over to the Tigers when the pass was grounded.

Cleaves's run will go down in Princeton annals as one of the best bits of individual work ever seen in Palmer Stadium, although much credit is also due most of the members of the Tiger team whose mighty interfering feats made the touchdown possible and perhaps saved Princeton from defeat.

With the ball on Colgate's 25-yard line, Leonard, Colgate's rangy right guard, recovered a Princeton fumble and dashed twenty yards before he was brought to earth by Gorman and Cleaves. The Colgate backs, by crashing through the Tiger line, made three first downs, and to the Princeton rooters it looked as if nothing could stop their advance toward the Orange and Black goal posts.

Then the Tiger forwards stiffened and Sanford dropped back for a forward pass.

Leaping into the air, Cleaves snatched the ball from the outstretched arms of a Colgate back, on his own 30-yard line and started down the centre of the field, side-stepping several would-be tacklers. It seemed certain that some one would bring him down, but suddenly he veered to the left and, with the aid of his teammates who formed a protecting wall ahead of him, dashed down the side lines toward the goal. Sanford, the last man to reach out after him, was nailed by two Tiger forwards and Cleaves sped the remainder of the way unmolested, falling across the line.

That run, coming at a time when the odds were all in favor of the Maroon, doubtless saved the day, for it gave new life to the tiring Tiger linemen, who braced and held their rivals on even terms thereafter.

Smith's field goal was registered from the 20-yard line after Cleaves had hauled in Snively's long toss, which covered forty-five yards and gave Princeton a net gain of twenty-eight yards.

Princeton was outplayed and outrushed. The only departments of the game in which the men from Old Nassau excelled were in punting and in handling punts, Cleaves having several yards the better of Sanford in the kicking end. On repeated occasions in the opening stages of the battle, Colgate fumbled Cleaves's kicks and after that Sanford and his mates showed little disposition to handle the Tigers' punts at all, allowing the ball to drop to the ground.

On two of these occasions the oval rolled inside the Colgate five-yard line, necessitating a punt from behind the Maroon goal line. Once a Tiger forward blocked the kick, but the ball was recovered by Mason, Colgate's fullback, on his own ten-yard line.

In the first half Colgate completely outrushed the Tigers, gaining a total of ninety-two yards to Princeton's fifteen and in the second half the margin was almost as great, Colgate gaining eighty-nine yards to Princeton's twenty-one. Princeton made three first downs, two of which were earned, while Colgate made six,

five earned. The Tigers tried three forward passes, two of which were completed for net gains of seventeen and twenty-eight yards, respectively, while Colgate attempted three and completed only one.

The crowd was one of the largest of the early season games. Fully 20,000 persons turned out for the occasion and they were equally divided in sentiment. The day was ideal, the weather being cool and the sky being overcast with gray clouds. Among the scouts here to get a line on the Tigers was Nelson Norgren, former University of Chicago star, who is now assisting Coach Stagg.

The line-up:

PRINCETON (10.) COLGATE (0.)

Stout.....	L. E.....	Beardsley
Treat.....	L. T.....	Schonfelt
Dickinson.....	L. G.....	Traynor
Alford.....	C.....	Rathbone
Snively.....	R. G.....	Welch
Snyder.....	R. T.....	Leonard
Smith.....	R. E.....	Childs
Bergen.....	Q. B.....	Sanford
Cleaves.....	L. H. B.....	Townsend
Caldwell.....	R. H. B.....	Herman
Newby.....	F. B.....	Mason

SCORE BY PERIODS.

Princeton.....0 7 0 3—10

Colgate.....0 0 0 0—0

Touchdown — Cleaves. Point after touchdown — Smith. Field goal — Smith.

Substitutions — Princeton: Hills for Snyder, Gorman for Bergen, Howard for Snively, Euwer for Cleaves, Stinson for Newby, Snively for Howard, Bergen for Gorman, Cleaves for Euwer, Newby for Stinson, Tyson for Stout, Euwer for Newby; Colgate: Tryson for Sanford, Morgan for Townsend.

Referee — W. R. Crowell. Umpire — M. I. Bennett. Head Linesman — W. Hollenbach. Field Judge — F. R. Gillender. Time of periods — Fifteen minutes.

How the first period of the same game was reported, play by play, is shown in the following excerpt from a detailed account of the game:

First Period.

Caldwell kicked off for Princeton to Welsh on Colgate's thirty-yard line. The

Hamilton backs failed to gain in two line plays. Sanford then threw a forward pass to Townsend that was good for eleven yards and a first down.

The Maroon backs tried the Tiger line, but could not gain an inch. Sanford essayed a drop kick from Princeton's 30-yard line, but the ball went wide; it was Princeton's ball on her 15-yard line. Cleaves kicked to Sanford who was dropped in his tracks on Colgate's 45-yard line.

Townsend made ten yards off tackle and followed with a one-yard gain at centre. Colgate's backs then took eight yards on two plays in the line. Mason wormed through right tackle for six more, and on the next play shot through to Princeton's 13-yard line. At this stage the Colgate backs were tearing Princeton's line to pieces.

Sanford got through to the 8-yard line. Herman fumbled, but recovered for a two-yard loss. Hills replaced Snyder at right tackle for Princeton. Sanford threw a forward pass over the goal line, the ball going to Princeton on her 20-yard line. Cleaver punted to Colgate's 45-yard line where Herman fumbled the ball, Alford recovering for Princeton. Bergen tossed a forward, which grounded. Cleaves kicked a beauty which rolled to Colgate's 2-yard line.

Mason punted to Newby, who dodged his way to Colgate's 31-yard line before the maroon tacklers stopped him. Bergen made two yards around left end, Sanford threw a forward which grounded, and then punted to Bergen, who was thrown at midfield. Cleaves kicked to Sanford at Colgate's 22-yard line. The Maroon back fumbled the ball and Snively pounced on it as the quarter ended.

SCORE. — PRINCETON, 0; COLGATE, 0.

"Covering" a Baseball Game. The accepted methods of reporting baseball games and other athletic contests, and the form in which stories of them are written, are very similar to those described above for football. The

example given below shows the application of the general principles to baseball:

Boston, Sept. 29. — By shutting out his former Yankee teammates in a 1 to 0 game, today, Jack Quinn, veteran spitball pitcher, prevented New York from winning a game that would have made their second successive pennant a certainty. Quinn deserved the shutout he achieved. Only five scattered hits were made off his delivery and they were so well distributed that no two came in the same inning. Three passes and a hit batsman were charged against his record, but in the pinches he was the Quinn of old and turned his rivals back with consummate skill.

The Yankees had only two real chances to break through Quinn's delivery and missed both of them. In the sixth a hit and a pass put runners on first and second, and with only one out Meusel fanned and Schang rolled out to Burns. Two innings later a pass and a single by Pipp put runners on first and third with two out, but again Bob Meusel came to bat in the pinch and again struck out on a wide breaking spitter.

Shawkey pitched a strong game for the Yanks and let the Red Sox down with six hits, scattered over as many innings. With a little bit of luck he would have carried the game into extra innings, but this luck was denied him when Everett Scott failed to hold Muddy Ruel's liner in the sixth after Collins had doubled to right and advanced to third on a sacrifice.

The Yankees started slowly and accomplished nothing in the first two innings. The Red Sox also failed to score in either of these rounds, but made a threatening gesture in the second, which caused the Yankees some anxious moments.

Derrill Pratt opened with a scratch single to center and O'Rourke drew a pass. Both runners advanced on Collins's sacrifice and the Yankee infield came in on the grass for a possible play at the plate. Shawkey fanned Mitchell, however, and Ruel grounded to Ward after stepping out

of the batter's box to swing at the first installment of an intentional pass.

With one out in the following frame Shawkey passed Menosky and Miller, and after fanning George Burns filled the bases by walking Pratt. Dugan made a wonderful stop of O'Rourke's smash toward left, however, and tossed it to Ward for a force out which ended the inning.

Only one Boston batter reached first in the fourth and he was left there when Ruel went out on a fly to Witt, and Quinn struck out. In the following round Menosky led off with a double to right, but Miller and Burns popped to the infield, and after Derrill Pratt had been purposely passed Shawkey retired the side by fanning Frank O'Rourke.

With one out in the sixth Ruth beat out a bunt for the Yankees' third hit off Quinn and Pipp drew a pass. Meusel struck out, however, and the opportunity passed when Schang rolled to Burns for the third out. In the second half Collins led off with a double to right and was sacrificed to third, scoring a moment later on Ruel's infield out.

A double play stopped the Yankees in the seventh after Scott had ripped a single through the box. In the second half the great Bambino robbed the Sox of a couple of runs. With two out in this frame Burns doubled to left and Pratt, always a dangerous batter against the Yanks, was purposely passed for the second time. O'Rourke smashed a liner to left which looked to be good for extra bases, but Ruth came up with a fine burst of speed and ended the inning with a wonderful shoestring catch.

After Whitey Witt had been retired in the eighth Dugan drew a pass and remained on first while Miller caught Ruth's long liner to right center. Pipp singled to right, sending Jumping Joe to third, but Meusel fanned for the second time and left the tying run on third.

Manager Miller Huggins sent a couple of pinch hitters to bat in the ninth, but neither came through and the game ended with the Yankees still needing one more victory to cinch the pennant.

The score:

NEW YORK (A.)					BOSTON (A.)				
	ab	r	h	o a e		ab	r	h	o a e
Witt, cf	4	0	0	2 0 0	Men'sky, lf	3	0	1	2 0 0
Dugan, 3b	2	0	0	0 4 0	Miller, cf	3	0	0	1 0 0
Ruth, lf	4	0	1	2 1 0	Burns, lb	4	0	1	13 0 0
Pipp, lb	3	0	1	6 0 0	Pratt, 2b	1	0	10	3 0
Meusel, rf	3	0	0	1 0 0	O'R'ke, 3b	3	0	0	0 2 0
Schang, c	4	0	0	7 0 0	J. Co's, rf	3	1	1	2 0 1
Ward, 2b	3	0	1	4 3 0	Mitch'll, ss	3	0	2	2 3 0
Scott, ss	4	0	2	2 1 0	Ruel, c	4	0	0	7 0 0
Shaw'y, p	3	0	0	0 0 0	Quinn, p	3	0	0	0 1 0
*Smith	1	0	0	0 0 0					
†Baker	1	0	0	0 0 0	Totals	27	1	6	27 9 1
Totals	32	0	5	24 9 0					

* Batted for Ward in the ninth inning.

† Batted for Shawkey in the ninth inning.

New York..... 0 0 0 0 0 0 0 0 0 0—0

Boston..... 0 0 0 0 0 1 0 0 x—1

Two base hits — Menosky, J. Collins, Burns. Stolen base — Meusel. Sacrifices — J. Collins, Mitchell. Double play — Pratt, Mitchell and Burns. Left on bases — New York, 9; Boston, 19. Bases on balls — Off Shawkey, 6; off Quinn, 3. Struck out — By Shawkey, 6; by Quinn, 5. Hit by pitcher — By Quinn (Dugan). Umpires — Evans and Connolly. Time of game 1 hour and 54 minutes.

Society News. Society news is usually collected, written, and edited by the society editor, almost invariably a woman. In order to insure accuracy, facts for such stories should be obtained directly from those concerned in the event. Announcements of engagements and of weddings, particularly, must never be accepted for publication unless furnished by the persons themselves or their families, as would-be practical jokers not infrequently undertake to make victims of their acquaintances by sending to newspapers false announcements of this kind. Some newspapers distribute printed forms to be filled out by those giving important social entertainments, and these are sent out several days in advance so that they may be returned in time and the facts correctly reported.

The form and style of news stories of many society events are determined to some extent by social usages. Those who desire to become society editors, and reporters generally, because they may be assigned to cover society events, should notice carefully how news of this sort is

written up in society columns. The typographical style often differs from that of the other parts of the paper. The whole story of a wedding, reception, or other social event is in many papers given in one paragraph, although it may consist of several hundred words. A concise story giving all the essential details, and avoiding trite expressions like "charming," "beautiful," and "tastily," is the most acceptable one.

Conventional forms for such typical events as weddings, receptions, and announcements of engagements are given below:

Announcements of Engagements

(1)

Mr. and Mrs. William Gideon Heth-
rington of Trenton, N. J., formerly of
Chicago, announce the engagement of
their daughter, Marjorie, to Ernest Wilson
Swan, son of Mr. and Mrs. Carl J. Swan,
of Cleveland.

(2)

The engagement is announced of Miss
Ida Wellington Winter of St. Paul, to
Milton Gilman Wells, son of Col. John
Ottway Wells, U. S. A., Military Attaché
in Panama, and nephew of Mayor Stephen
S. Wells, Military Attaché to the American
Embassy in Paris. The announcement
was made by Mr. and Mrs. Gordon S.
Stanford of St. Paul, aunt and uncle of
Miss Winter, at whose home at Leonard
Place the wedding will take place some
time next month. Mr. Wells was gradu-
ated from Princeton in 1920 and is in busi-
ness in this city. He lives at the Princeton
Club, 121 East Twenty-first Street.

Weddings

(1)

Mr. and Mrs. James H. Hayes of
Winton, N. Y., announce the marriage of
their daughter Helen to Eugene Payson
Drown, formerly of Chicago. The wed-
ding took place Wednesday in Brookville,
N. Y. Mr. and Mrs. Drown will reside in
Brookville.

(2)

The marriage of Miss Rose Eldred White, daughter of Mr. and Mrs. Joseph White of 230 Wilmington Avenue, to Nathaniel Robert Owen, will take place Monday evening, Dec. 9, at the Hotel Sherman in the presence of the immediate families.

(3)

The marriage of Miss Ruth Oswick, daughter of Mr. and Mrs. Pemberton Hines Oswick of 511 North Highland avenue, Pembroke Park, to Franklin Isquith, was celebrated last night at 9 o'clock at the First Congregational Church of Pembroke Park, Dr. John Howard Grosvenor performing the ceremony. Mrs. Holton, sister of the bride, was matron of honor. Miss Ina Isquith, sister of the bridegroom, was maid of honor, and there were six bridesmaids — the Misses Vera Pynch of St. Louis, Bertha Marquis, Ethel High, Marguerite Winton, Doris Hyde, and Edna Stone. Franklin Williams Oswick, brother of the bride, was best man and the ushers were W. W. Collins, Leonard Danzic, Richard De Long, Pembroke Johns, Chester Danzic, and Richard Lewis of Chicago. Elizabeth Reed, cousin of the bride, was flower girl and Burton Davies of Oak Park acted as master of ceremonies. The bridal gown was of ivory charmeuse satin with an overdress of chantilly trimmed with pearls, and the bridal shower bouquet was of lilies of the valley and brides' roses. The matron of honor wore lavender brocaded satin trimmed with lace and crystals and carried lavender sweet peas. The maid of honor's gown was of pink embroidered Japanese brocaded silk trimmed with Venetian lace. She carried lavender chrysanthemums. The bridesmaids wore frocks of the different colors of the rainbow. Two were in blue, two in yellow, and two in green. They carried white chrysanthemums. A reception for 500 guests followed at the Colonial Club of Pembroke Park. The decorations were chrysanthemums, smilax and palms. Mr. and Mrs. Isquith will be at home in Los Angeles after Feb. 1.

Luncheons, Receptions, Etc.

(1)

Mrs. Wilson McHain gave a luncheon yesterday at the Woman's Athletic Club in honor of Miss Florence Raymond Baugh, who is to be married to Dale Cranford Haynes of Buffalo, N. Y., on Saturday. Covers were laid for six, and the guests were Miss Gertrude Binton, Mrs. Harrison Stanton, Mrs. Arthur G. Nain, and Mrs. Willard S. De Long of Buffalo.

(2)

Mr. and Mrs. Donald White McNabey, Markham Place, will give a reception on Thursday from 5 to 7, in honor of their daughter, Miss Dorothy McNabey, who will be presented to society. Following the reception, the young people in the assisting party will be entertained at a supper and informal dance.

Club News

(1)

The civics and philanthropy class of the Highland Park Culture Club will hold its first meeting of the year this morning at 10 o'clock at the Hotel Van Buren. Mrs. Arthur G. Antwick is chairman.

(2)

An ornamental public drinking fountain of marble and granite, bearing arc electric lights at its top, will be erected by the Woman's Outdoor League and placed in some prominent public place, according to plans arranged at a meeting of the league in the Hamilton Hotel yesterday afternoon. "The league has erected and placed six small public drinking fountains in congested districts of the city," said Mrs. Franklin Renton, president of the league, "and we will now erect a fountain that will be a credit to the outdoor work of our organization and a beauty spot for the city. As soon as we have determined upon the site where the fountain will be placed, we will arrange for proper public ceremonies dedicating it to the city." During the last year the league has erected

a bungalow in the Zoölogical Gardens besides supervising other outdoor work. Officers chosen for the coming year are:
 President — Mrs. Dean C. White.
 First vice-president — Mrs. Albert D. Halen.
 Second vice-president — Miss Willa Murray.
 Secretary — Mrs. Parkins Greene.
 Treasurer — Miss Clarice Morgan.

(3)

The Social Economics Club met yesterday afternoon at 2 o' clock in the Woman's Temple. Mrs. John Robins Bell in a paper on "Industrialism" advocated vocational training in the public schools in connection with the regular school course. Miss Viola Harding sang, accompanied by Miss Alice Lanning.

Special Occasions. Besides the large social events that it falls to the lot of the society editor to cover, there are other events that are usually considered outside the field of society reporting, such as, (1) banquets, holiday celebrations, dedications of buildings, unveilings of statues, college commencements, and other special occasions; as well as (2) displays, including exhibitions, shows, fairs, and parades. These events are usually covered by regular reporters, or, if they are of sufficient importance, they are assigned to star reporters or experienced descriptive writers on the staff.

Reporting Special Occasions. Although the range of events covered by the term "special occasions" seems very wide, the methods of handling such news are essentially the same for all events of this type. The chief aim is, not only to reproduce vividly the scenes and incidents involved, but to bring out the dominant spirit and mood of the occasion. This is the type of news story in which pure description plays a large rôle. Readers must be made to see the scenes as the writer saw them and to feel the spirit of the occasion as the spectators felt it.

By careful selection of the picturesque and significant details, the writer brings out the dominant note, the one impression, that marked the occasion. Each holiday, for example, calls forth its own particular sentiment. Memorial day is the occasion for paying tribute to dead military heroes, while the Fourth of July is one of patriotic jollification. Christmas not only is a great day for children but is characterized by generosity in giving. Thanksgiving day is an occasion of feasting. The emotion appropriate to the celebration should be brought out to heighten the effect of the descriptive news story. The writer must beware, however, of letting sentimentality take the place of true sentiment, particularly in pathetic incidents connected with the poor and unfortunate on Christmas and Thanksgiving.

Besides bringing out the spirit of good fellowship, jollity, or other sentiment that may dominate banquets and similar events, the writer must report the toasts and speeches as he would those delivered on other occasions, skillfully weaving together the description with the reports of the utterances.

A Christmas celebration for children was effectively presented in the following story printed in the *New York Evening Post*:

Just when the afternoon shadows were beginning to lengthen in Trinity churchyard, the snow-hedged paths were filled with children hurrying to the service known as the "Visit to the Manger." By scores they surged along, bearing banners, until the church doors swallowed them up. It was the day of one of Trinity's most hallowed customs. Nobody knows exactly when it was instituted, although tradition says that it began during the late Dr. Dix's incumbency. With the passing years the "Visit to the Manger" has become the recognized prelude to the Sunday School feast and Christmas tree, on the day before Christmas.

In the church long streamers of greens twined the pillars, and here and there gleamed holly; above the rows of heads the banners with their inscriptions trembled. Shrill young voices joined in the carols. Notes of the processional rang clearly.

Once in royal David's city
 Stood a lowly cattle shed,
 Where a mother laid her Baby
 In a manger for His bed;
 Mary was that mother mild,
 Jesus Christ her little Child.

Afterward they sang "O Come, All Ye Faithful," and when the address had been delivered by the presiding clergyman, the children chanted that other wonderful old carol, "The Snow Lay on the Ground."

The snow lay on the ground,
 The stars shone bright,
 When Christ our Lord was born
 On Christmas night!
 When Christ our Lord was born
 On Christmas night!

Then came the "Visit to the Manger." Long ranks of children were formed in the aisles, and, led by two trumpeters from the Metropolitan Opera House blowing "Waken, Christian Children," they marched in solemn procession to the vestibule under the spire, right in the main entrance, where the manger was situated.

On a platform, raised so that everybody could see it, was a representation of the Night at Bethlehem. All the characters in that first drama of Christianity were there; the sheep and cattle stood munching straw — or so it seemed. Lighted candles glowed on them, and overhead boomed the great organ, while the children's voices sang as they looked and marched on:

Waken, Christian children.
 Up! and let us sing
 With glad voice the praises
 Of our new-born King.
 Up! 'Tis meet to welcome,
 With a joyful lay,
 Christ, the King of Glory,
 Born for us to-day!

When all of them — and there must have been three or four hundred — had

made the "Visit to the Manger," and were back in their seats once more, so many orderly rows of Sunday school children, instead of little pilgrims wandering a road far older than that which leads to Canterbury, the service was resumed, and soon came the recessional, "O Little Town of Bethlehem."

The service over, the congregation, a very much excited array, was marshalled to the parish house in the rear of the church where the great Christmas tree and a gorgeous feast were awaiting them. There were moving pictures, too, that showed the journey of the Wise Men from the East and the Star that guided them.

A Christmas dinner for newsboys was described in quite a different tone from that of the preceding story of a Christmas celebration. It was published in the *New York Tribune*.

A game dinner where the eaters were game, — that was the newsboys' Christmas feast, provided last night in the Brace Memorial Newsboys' Lodging House, No. 14 New Chambers street, by William M. Fliess, Jr. The happiness of poverty without responsibility, of boyhood unchecked, of sporting blood untamed, of divine independence, shone from the eyes of those noisy "newsies," thrilled in their laughter, barked in their shouts. And envy, not pity, stirred the hearts of the men and women who had left comfortable homes, in immaculate attire, to watch the children of the street absorb their little mountains of food.

No separate courses, no cocktails and caviar, no after-dinner speeches were needed to make that dinner palatable, to separate mind from stomach, to create buoyancy of spirits. A big bowl of thick, steaming soup; a plate heaped with turkey, potatoes and mashed turnips; a cupful of smoking coffee and a whole pie, as round as the smiling face of the sun, greeted each separate appetite simultaneously, and caused no gorge to rise. Not a bit of space was wasted on those long, white tables,

flanked by their narrow, red benches. Big bunches of celery took the place of inedible decorations, and appealed infinitely more to the artistic souls of the grimy little guests than would flowers or ferns.

All ages from five to twenty were represented, and big boy and infant sat side by side in perfect comradeship, since age counts for little in the freemasonry of the street. Some pinched, white little faces there were, but not many, to set off by comparison the wind reddened cheeks of most of the throng. None had an overcoat; some were even without jackets, but they all looked warm. One young man of six marched in with a drum, which matched his countenance for expansive roundness and noisy Christmas cheer. He sat down with it strapped to his side, which crowded his neighbor somewhat, but there was no complaint, for not even a "newsy" could entertain the thought of separating him for a moment from such a present.

The feast started at 7 o'clock, but at 8 o'clock there were many places still empty and waiting, for the late "extras" with news of the Johnson-Burns prizefight detained many of the older boys who had important stands. And for the same reason there was little of the organized cheering of former years for the benefactor and for Superintendent Heig, since "Chicago Tom," "Wise Joe" and other leaders were still selling "papes" at the bridge entrance. But it was a "handout till midnight," and time enough to "stick on de job" and "get in on de feed," too.

It was hard, though, on the shivering, shuffling line of beggared outcasts which hugged the Brace Memorial building on three sides, waiting until all the "newsies" had got "theirs." Here was no Christmas buoyancy, only hopeless patience in wasted faces, in huddled forms, in gnawing hunger which sprang not from red blood. That dim, silent fringe which pressed tight up against the brick walls, as if seeking warmth and sustenance from the contact, expressed the antithesis of the scene within. Emphasis on this was not wanting as

groups of boisterous "newsies," clattering down the stairs and bursting out of the door, haled different members of the company.

"Hungry, Bill?"

"Wait till next Christmas."

And the replies, accompanied by wan smiles:

"Say, kid, what dey handin' out?"

"Are ye leavin' enough fer us?"

These men were to get what the "newsies" left, and yet not all either, for following them would come the women, the tattered hags of the night. And so the feast, begun in brightness, would end with the saddest chapter of civilization.

The women did not line up. They shrank from the stares of passersby, and waited until the last before crawling forth from their lairs.

Two thousand newsboys and homeless men and women were fed through the generosity of Mr. Fliess, who provides such a feast every Christmas. His father began giving these annual dinners forty-five years ago, and his son is continuing them in his memory. Seven hundred pounds of turkey, three hundred of ham, four barrels of potatoes and four of turnips, fifteen hundred pies and countless gallons of coffee, tea, and soup were the principal items of his provision last night. Two hundred applicants were seated at a time. There was no disorder.

One man, arriving late, when the last dishes were being cleared away, was referred to Mr. Heig.

"Mister," he said, "I came from Peekskill, walking all the way, and I am most famished. Can I have something to eat?"

"There is a cup of tea or coffee left, anyway, and a piece of bread. Give it to him," Mr. Heig said, turning to his assistants.

Presently a plate of steaming turkey and vegetables was placed in front of the man. Mr. Heig said one of the girls helping in the kitchen, who had n't eaten anything since morning, had insisted that her share go to the traveller.

Mr. Heig said the closing of many

manufacturing plants in the last year had set thousands of boys adrift. The News-boys' Lodging House had become a haven, he said, for all the homeless and friendless lads in the city, and in the last year had sheltered 3,844 different boys.

The following account of the festivities attending a civic celebration appeared in the New York *Evening World*:

Sleepy, tired, late for work, but jubilant after a day and a night of revelry, fireworks, parades and general celebration, Red Bank, New Jersey, awoke, blinked its eyes to-day and smiled approvingly on the golden jubilee of its Fire Department — "the best in Monmouth County" — as one veteran expressed it.

Fifty years ago, one September day, when Red Bank was but a village, the Navesink Hook and Ladder Company was organized. It was a worthy successor to a worthy brigade of bucket-carrying volunteers. Now it boasts of six up-to-date motor engines, every one of them the last word in modern fire-fighting machinery.

No wonder, therefore, that Red Bank whooped it up yesterday and to-day with a carnival programme of festivity and civic pride. The Red Bankers are spending \$20,000 in celebration of the fiftieth anniversary of the founding of their Fire Department, and so proud are they of their smoke eaters that they invited every other volunteer fireman in the State of New Jersey who could be spared from duty to join with them in one of the gayest celebrations ever held in the State.

Sizzling with the spirit of do and dare, and that local enthusiasm which makes every fireman the idol of the citizenry of his community and the hero of the boy who chases the fire engines, Red Bank's Fire Department has put itself on the firemanic map. The holiday spirit pervades every household, shop, office and factory. Broad Street (Red Bank's Broadway) was dressed for the occasion as it never was before. Flags were festooned over every doorway and under every win-

dow and blown to the breeze from atop every flagstaff — Red Bank was Red, indeed.

The town fire whistle and siren shrieked an unprecedented blast at 6 o'clock yesterday morning, to signify the official opening of the two-days' celebration. Four hours later there was a band concert at Broad and Front Streets, where "Jimmy" Butler, the traffic cop, ordinarily tells you to stop or go ahead. James was out of the running, however, for the task of handling traffic on such a day as was yesterday in Red Bank required the assistance of the State Constabulary.

At 11 o'clock the firemen, red shirts and blue shirts alike, some with summer uniform jackets and others with red-lined winter overcoats, assembled on West Front Street for luncheon. Lew Callahan, who runs the lunch wagon near the railroad station, had made up 12,000 sandwiches for the flame battlers. Lew swears the bread was fresh, although he started his job as early as last Monday.

In the afternoon came the big show of the whole show — the parade.

By actual count there were fifty pieces of fire apparatus in line, and approximately 1,000 firemen, of which 228 wore the badge of Red Bank. At the corner of Monmouth Street and Shrewsbury Avenue, precisely on time, as firemen are trained to be, the parade started without Gov. Edwards, who was scheduled to march with Fire Chief Oliver G. Frake of the Red Bank Department.

Mayor A. A. Patterson substituted for Gov. Edwards, and for ten miles in and about Red Bank the parade wended its way through lanes of streets black with people from the town and the surrounding countryside. It required one hour of continuous marching for the procession to pass a given point. It was Old Home Week over again. "Hello, Harold," "How are you, Harry?" "You're all right, Albert," and kindred salutations were heard on every hand.

Represented in the line were firemen and their apparatus from Rahway, Belmar, Toms River, Spring Lake, Avon, Sea

Bright, Fair Haven, Jamesburg, Freehold, Navesink, Keansburg, Long Branch, Camp Vail, Union Hill, Matawan, Nutley, Ocean Grove, Highland Park, Keyport, Hazlet, Shrewsbury, Deal, Bound Brook, Summit, South Amboy, Monmouth Beach, Eatontown, Princeton, Atlantic Highlands, Somerville and other points along the Jersey coast.

The Grand Marshal of the parade was J. B. Rue, and his aides were R. V. Stout, Henry F. Hylin, John J. Many, Walter Fields, Trafford Many, R. L. Kennedy, Joseph E. Meyer, George A. Hogan, Thomas Fields, Joseph Fix jr., Harry Powers, Arthur Shutts, John Conover and Thomas Fields jr.

The Union Hill Company received much applause for their enterprise in travelling all the way down from the Palisades to attend the parade. The Atlantic Highlands fire companies were decorated from the front mudguards to the extreme rear end with flowers, leaves and imitation foliage. When Raritan Hose No. 2, from Keyport, swung into line the marching of that company, which has been winning prizes for the past thirty years in fire parades, provoked much commendation. R. S. White, the foreman, had the Raritan boys going in precise military step. During the march he put them through the evolutions of drill and this exhibition proved a prize winner.

But the hearts of the throng figuratively went out to little Tommy Cairns, the nine-year-old son of George Cairns of Relief Company No. 1, R. B. F. D. when Tommy stood on the step of the giant engine and turned the shrieking siren to his heart's content.

When the original Red Bank Fire Company, Navesink Truck No. 1, appeared the successors to the charter members of Red Bank's Fire Department were treated to what reporters call an ovation. Capt. Clyde Swannell swelled up like a peacock, such was the greeting of the throng. But a sentimental phase of the appearance of the Navesink Hook and Ladder Company was manifest when it passed by the home of Dr. Edwin Fields, one of its charter

members, now in his seventy-fifth year and too ill to participate in the golden jubilee of the fire department he helped to organize.

Dr. Fields was propped up in a bed that had been moved to a window of his home on Front Street. Supported by soft pillows, the aged fireman and physician applauded as vigorously as his ebbing strength would permit. The firemen gave Dr. Fields an encouraging cheer as they passed on.

The only horse drawn apparatus in the line was the truck from Eatontown, where Fire Chief Charles D. Purroy of New York City is spending his retiring days after many years of active fire fighting in the metropolis. The sight of the horses struck a responsive chord all along the line. It seems the public affection for a fire horse will never die. The old gray steeds stepped out as proudly as their masters — it seemed like other days to see them again, tugging at the traces to go faster than the gait of the parade would allow.

But, of all the relics of fire fighting of days gone by, the old hand pump, drawn by the Volunteers of Rahway, won the prize for reminiscences. Built in 1857 for service in and about that community, the old hand pump, manned by a couple of veterans not quite as venerable as the pump itself, was a case of "Auld Lang Syne."

The Fair Haven organization, dressed in immaculate white, looked like the Red Bank Lodge of Elks on parade. They marched ahead of their big Robinson pumper driven by "Billy" Grand, first chauffeur of Fair Haven's only fire company.

At the Town Hall on Monmouth Street the reviewing stand was filled with Red Bank's civic officials, including Brig. Gen. R. C. Van Vliet (retired), Col. John Hemphil of Camp Vail, Mayor Patterson, Chief Frake and numerous other chiefs of the visiting firemen. It was well toward sunset when the parading ended, but the marchers seemed anxious to march on — they liked it and said so.

Last night Red Bank was scarlet with

red fire and pyrotechnics. On the bank of the Navesink River the committee sent a few thousands of its dollars up in smoke, with plenty of noise and illumination. The cannonading lasted well into the night.

To-day the events listed include exhibitions and drills in which the firemen and apparatus will compete. At the steamboat landing there will be a contest in water pressure, each fire engine attempting to deliver the most water at the greatest pressure. This afternoon on Pinckney Road there will be hose stretching contests, coupling of hose, replacing imaginary broken lengths of hose and the raising of ladders of various sizes. The jubilee will close to-night with a "block party" dance on Broad Street. There will be two bands, and an automobile will be raffled for the benefit of the firemen's benevolent fund.

That an unusual parade held in connection with a convention in Chicago was considered of sufficient interest when well described to be worth space in a New York paper, is shown by the following story taken from the New York *Evening Telegram*:

CHICAGO, Tuesday. — Visions of the golden days of '49 and of the ox-drawn, covered wagon that used to stir up the dust when Michigan Boulevard was a trail to Fort Dearborn returned as a strange cavalcade moved along the lake front.

Symbolic of the evolution wrought by the modern miracle of transportation, a wagon drawn by oxen threaded its way down one of the world's busiest automobile thoroughfares, its white top billowing in the breeze, kettles and pans clattering from the tail gate, and on the driver's seat an old man whose eyes roamed incessantly as though in search for the wind-swept beach, fringed by cottonwoods, which had been replaced by the roaring boulevard.

While spectators rubbed their eyes in unbelief at the sight of "Uncle Ezra" Meeker, pioneer trail blazer of seventy years ago, and his old prairie schooner, with Sam Swan, driver, himself one of the,

old-time ox "skinnners" seated beside him, other strange reminders of bygone days appeared as part of a parade marking the opening of the American Electric Railway Association convention.

There was Chief Big Elk, descendant of Chief Bennett of the Mohicans, walking beside an ambling pony drawing the camping outfit on trailing sticks — the Indian's travois — on which was seated his squaw. Then came "Ben Holliday, No. 14," overland stage coach of the early sixties, bearing the bullet marks of a dozen encounters with road agents and Indians, driven by E. T. Laidlaw, eighty-one years old, who had piloted many a similar coach in the old West. Behind the stage coach came William Meehan, Indianapolis, a veteran of the high bicycle days, with his carefully preserved 57-inch "wheel."

"Golden Days! Who said it?" queried a flaming banner on the coach, as the queer vehicles crept along beside street cars, elevated trains and comfortable automobiles.

A horsecar of 1870 brought vivid remembrances to numbers of aged onlookers who recalled the days when they had ridden in such conveyances in the belief that they were the last word in transportation.

"The Unknown Soldier." In connection with the burial of "The Unknown Soldier," Mr. Kirke L. Simpson, for years a member of the Washington staff of the Associated Press, wrote seven stories to be sent out by telegraph and mail to members of that press association. They attracted wide attention and were awarded the Pulitzer prize for the best piece of newspaper writing during the year. The first of these stories is reproduced below.

WASHINGTON, NOV. 9. — (By THE ASSOCIATED PRESS). — A plain soldier, unknown but weighted with honors as perhaps no American before him because he died for the flag in France, lay to-night in a place where only martyred Presidents Lincoln, Garfield and McKinley, have slept in death.

He kept lonely vigil lying in state under the vast, shadowy

dome of the Capitol. Only the motionless figures of the five armed comrades, one at the head and one facing inward at each corner of the bier, kept watch with him.

But far above, towering from the great bulk of the dome, the brooding figure of Freedom watched too, as though it said "well done" to the servant faithful unto death, asleep there in the vast, dim chamber below.

America's unknown dead is home from France at last, and the nation has no honor too great for him. In him, it pays its unstinted tribute of pride and glory to all those sleeping in the far soil of France. It was their home-coming to-day; their day of days in the heart of the nation and they must have known it for the heart beat of a nation defies the laws of space, even of eternity.

Sodden skies and a gray, creeping chilling rain all through the day seemed to mark the mourning of this American soil and air at the bier of this unknown hero. But no jot of the full meed of honor was denied the dead on that account. From the highest officials of this democratic government to the last soldier or marine or bluejacket, rain and cold meant nothing beside the desire to do honor to the dead.

The ceremonies were brief to-day. They began when the far boom of saluting cannon down the river signalled the coming of the great gray cruiser Olympia. The fog of rain hid her slow approach up the Potomac, but fort by fort, post by post, the guns took up the tale of honors for the dead as she passed.

Slowly the ship swung into her dock. Along her rails stood her crew in long lines of dark blue, rigid at attention and with a solemn expression uncommon to the young faces beneath the jaunty sailor hats. Astern, under the long, gray muzzle of a gun that once echoed its way into history more than twenty years ago in Manila Bay, lay the flag-draped casket. Above a tented awning held off the dripping rain, the inner side of the canvas lined with great American flags to make a canopy for the sleeper below. At attention stood five sailors and marines as guards of honor for the dead at each corner and the head of his bier.

Below on the cobbled stretch of the old dock at Washington Navy Yard, a regiment of cavalry waited, sabers at "present," and the black-draped gun caisson with its six black horses to carry the casket to the Capitol. The troopers formed in line facing toward the ship as she swung broadside to her place and the gangway was lifted to her quarter deck. To their right a mounted band stilled its restless horses.

On the ship, the trim files of her marine guard stood at attention. Rear-Admiral Lloyd H. Chandler, to whom had fallen the duty of escorting this dead private soldier over the Atlantic from France, was garbed in the full, formal naval dress as were officers of his staff.

Just as the ship's bell clanged out the quick, double strokes of "eight bells" the sailors' four o'clock and the hour set for arrival, the bugles rang again and the crew again lined the rails far above the dock. The marine guard filed down the gangway to face the troopers across the dock, the ship's band came down and formed beyond the marines. On deck at the gangway head, four sides-boys took their place on each side facing toward each other, the boatswain waiting behind them to pipe a dead comrade over the side with the honors accorded only to full Admirals of the fleet.

Cars bearing Secretaries Weeks and Denby, Assistant Secretary Wainwright, General Pershing, Major General Harbord, Admiral Coontz and Major General Lejeune, the Marine commandant, and their aides rolled up, with Secretary Weeks on the right next to the gangway and Secretary Denby next, then General Pershing and Admiral Coontz; these highest officers of the army and navy formed in line facing down the open space between the troops and marines.

On deck the bugles called attention. A group of petty officers stepped forward to raise the casket. A forward gun crashed to the first drumming roll of the minute guns of sorrow. The Olympia's band sounded the opening chords of Chopin's "Funeral March" and to the slow half-step and carried high on the shoulders of his navy and marine corps comrades, the unknown was tenderly lifted down the steep pitch to the dock.

Admiral Chandler and his aides came behind, cocked hats off in the cold rain and held across their breasts. Below the cabinet members also stood bareheaded in the rain, the army and navy officers at salute.

Just as the casket passed out through the rails, overside to the plank, the wail of the bo'sun's pipe sounded shrilling the last salute of the sea to the dead. It sounded oddly against the background of the dirge and as the sound of the pipe died away, the gun forward barked again the passing of another minute.

Step by step the bearers labored down the plank, sanded against the slippery murk of the rain, to the cobbled dock floor below. Again the pipe above wailed as they stepped ashore at last and the unknown was again on American soil.

Slowly the flag-draped casket moved down between the line of troops and marines and under the eyes of the bluejackets standing rigidly at the ship's rails high above. As they came abreast of the ship's band, the dirge was stilled, a marine bugler sounded four flourishes of salute to a general officer. Then the stirring, lifting strains of "The Star Spangled Banner" rang out to the gray sky, the nation's own hymn of freedom.

Again the slow march to the waiting gun carriage was taken up; again the wail of the funeral march, cut through with the crash of the gun above, sounded. The caisson waited in a space between the second and third squadrons of the full strength of the Third Cavalry from Fort Myer and beside it stood the eight body bearers of the Army headed by Sergeant Woodfill, hero of heroes among Americans who fought in France.

The soldiers took over the burden at the gun carriage and then could be seen a withered handful of flowers, the only decoration on the flag-wrapped casket. They were the blooms with which this casket was chosen from others there in France before the long journey home began. Through it all they have lain there above the breast of the dead, yellowing with each passing day. They will go with the unknown to his last sleep in the stone crypt at Arlington.

As the casket was strapped in place, an order rang out and the cavalry band swung off to the left, playing "Onward, Christian Soldiers." Behind them, sabers, cap brims and sodden colors dripping with rain, came the troopers four abreast, troop after troop. Then the caisson, the following squadron, Secretary Weeks and Denby riding together in a closed car, General Pershing and Admiral Coontz, and behind these the other officers and officials.

The horses swung away at a slow trot. Ahead the winding road to the old gateway was lined on either side with marines at present arms and behind them, row after row, were packed the thousands of just plain American citizens who had braved cold and rain for hours to stand bareheaded as the body of this honored fellow countryman was carried by.

Out through the gateway the cortege clattered to find other crowds lining the way under the daylight of a fading Autumn day. It moved quickly on through the streets, ringing to the melody of the band and the drumming of the horses' shoes on the wet pavement. On it went, to swing at last into the great plaza before the Capitol and there troopers again drew up in line, facing the

massive building with sabers at "present" as the casket was lifted down and carried up the wide stairway to be placed on the catafalque in the dim rotunda. The two Secretaries, bareheaded, followed and behind them the officers and others.

There were few in the great hall. The only lights were those high among the pillars above the sculptured walls and the last fading gleams of day through the high windows. The waiting guard which would stand through the long night about the bier, stood at present arms as the casket was carried in and set in place on the high, black-draped structure on which the body of McKinley was last to repose in state.

There was a pause then until the ring of a command out on the plaza, the flurry of drawn steel as the sabers of the cavalry leaped out again to present announcing that President and Mrs. Harding had arrived. The last rites of the day were at hand.

As the President and Mrs. Harding came into the dim chamber, brilliant lights leaped up to make possible a picturing of the scene for all America to see. The cameras clicked. There was no other sound. About the bier the guard stood with rifle butts grounded.

Mrs. Harding stepped forward, a wide white ribbon in her hand. She had stitched it herself and stepping up on the base of the catafalque she laid it across the casket, a slash of white across the rain-sodden flag with its withered cluster of French flowers. As Mrs. Harding stepped down, the President took her place and to the ribbon pinned a silver shield of the United States, set with forty-eight golden stars. It is symbolic of the heart of the nation that goes with this soldier to his tomb.

Then a great wreath of crimson roses was handed to Mr. Harding and he laid it softly on the casket near the head and gave place to Vice-President Coolidge and Speaker Gillett who moved forward together to lay the tribute of Congress, a wreath of pink roses and snapdragons, in place. Chief Justice Taft moved forward from the opposite side, bearing the floral tribute of the Supreme Court, a wreath of chrysanthemums and carnations.

Secretary Weeks laid the army's token of remembrance, a wreath of white roses, against the casket at the head and Secretary Denby placed the Navy's offering, chrysanthemums and roses, set on an easel, at the foot of the bier. Over and to one side, against the wall, were placed the great masses of pink blossoms that were warmed to life by the sun of France to be carried all the long way on the Olympia.

Then General Pershing stepped forward to place his own tribute and that of the American Expeditionary Force on this unknown, gallant comrade's coffin. It was a wreath of giant pink chrysanthemums and as he placed it, the officer paused a moment, then stepped back a pace or two and, drawing his figure to its full height, lifted his hand to cap brim in rigid salute to the dead.

The only spectators of these simple rites were the few clustered in the doorways of the great chamber. The bright lights blazed for a few moments as the President and Mrs. Harding went out to receive again formal honors from the troops waiting below. Then the Unknown was left alone with his motionless guard of honor that was changed at frequent intervals through the night, alone with his head eastward toward distant France and at his feet through a far window and the end of a pillared corridor the twinkling lights of Washington.

On either side of the doorway through which he might have gazed stand the statues of Lincoln and Grant, as though they also kept vigil. And as the lights were switched off and the great building was wrapped in the gloom of night, the dim twilight of the few scattered hidden electrics let the shadows fall over the bier and fill the vast cavern of the dome above with a mystery and a peace that will not be broken until daylight streams again through those high windows.

Obituaries. News stories of deaths, with the biographical sketch, or "obituary," which usually accompanies such announcements in the case of persons of more or less prominence, constitute another type that differs somewhat from general news stories. The essential facts for the story of a death are (1) the name of the person, (2) his position, (3) his address, (4) the cause of his death, (5) the duration of his illness, (6) the names and places of residence of the members of his family that survive him, (7) the time and the place of the funeral, and (8) any important circumstance connected with his death. The significance of his career, or an estimate of his life work, may often serve to connect these facts with the biography that follows. The facts for the biographical sketch, or

obituary, may be obtained from his family or his friends, or from reference material available in the newspaper office. Every well-organized newspaper office has on file in its "morgue" or library, biographies of well-known persons of the city, state, and nation, that have been clipped from newspapers, magazines, and other publications, so that they will be ready for immediate use. The various "Who's Who" volumes, biographical dictionaries, and similar books of reference, as well as city, county, and state histories, furnish valuable data for biographies. With these different sources of information before him, the reporter or rewrite man can readily compile the facts necessary for an obituary. A well-written obituary may be more than a compilation of biographical facts; by bringing out the significance of a personality, it may be a constructive interpretation of the meaning of a person's life and work.

The method of writing an obituary of a man whose life and work were of only local interest, is illustrated by the following sketch of a pioneer fireman, which appeared in the *Providence Journal*:

Capt. Franklin N. Bassett, last of the four pioneers who laid the foundations for Pawtucket's fire department more than a half century ago, died early yesterday morning at his home, 33 Hamilton street, Pawtucket, following a shock from which he never regained consciousness. He was in his 75th year.

His career as a fireman is also the history of the progress of the mill city's department from a volunteer company, known as the Rough and Ready outfit, to a modern, well-equipped motorized organization of nine companies and 65 men.

Capt. Bassett fought fires almost up to the day of his death. He never retired. When his years had sapped his strength and he no longer was able to man a hose or climb a burning building, he was given theatre duty. Last Friday night when a

house near his home on Hamilton street caught fire the veteran was roused from his sleep by the clanging of the fire bells. He arose, dressed and a few minutes later was busy assisting in extinguishing the blaze. This was the last alarm he answered.

He came from an old family of settlers in New England. He was born in 1848 in Spencer, Mass., the son of the late Nathan S. and Sarah Earle Bassett. When he was 12 years old his parents moved to Central Falls, where they made their home in a wooden structure on an old Indian trail.

The trail is now known as Mill street and the site of the Bassett home is now covered by the big silk mill owned by the Pennsylvania Textile Company. At the time Capt. Bassett's parents moved to Central Falls, there were still remnants of the fast disappearing Indian tribes. Capt. Bassett often recalled that his father frequently bartered with the Indians, who paddled up and down the Pawtucket river and fished only a stone's throw from the Bassett home.

His parents then moved to Pawtucket, the adjoining territory, which was but a village, with a population reaching into the hundreds instead of into the thousands as to-day. They lived in the "Chipstone House" on Water street, then a fine residential highway.

At the age of 19 he joined the Rough and Ready Volunteer Fire Company. James A. Everett, afterwards killed when a pole he had climbed to repair some broken wires gave way, was the engineer. Buffin Chase and Oliver B. Baxter, who died less than a year ago at the age of 94, were the other members of the widely known company. Capt. Bassett was employed at the time as a horseman in a hotel stable on Wing lane and was caretaker of a pair of horses with which he used to haul the old fire steamer whenever an alarm came in.

In 1873 he joined the Monitor, and for many years drove the old fire steamer. When the fire department was reorganized, he was made driver of Steamer No. 2. In 1880, the steamers were set aside as

relics. Pawtucket had grown, and so had its fire department. The latest types of apparatus were purchased. Capt. Bassett was then transferred to a hook and ladder truck, which he drove for a year. He then resigned and worked for three years as a machinist in the Fales & Jenks Machine Company of Pawtucket.

While working in the Fales and Jenks plant, he was elected a call man and was probably the first to be given such a position. He asked to be reappointed to the fire department in 1884 and was again made driver of the Hook and Ladder truck. He was promoted to captain in 1898 when John Wilmarth was chief of the department. Capt. Bassett was first detailed to the Prospect street station, but he was transferred by Chief Lewis F. Butler to Hose 1.

Capt. Bassett is survived by one son, Charles E. Bassett. He was a member of Ossemequin Tribe, Improved Order of Red Men, New England Order of Workmen, Pawtucket Firemen's Relief Association, Pawtucket Veteran Firemen's Association and the Park Place Congregational Church. The funeral will be held to-morrow afternoon at 2 o'clock. Rev. Henry B. Kirkland, pastor of the Park Place Congregational Church, will officiate. Burial will be in the Oak Grove cemetery.

How a biographical sketch of a well-known man may be written in a newspaper office, when the news of his death is received, is shown in the following review of the life and work of a scientist, which appeared in the *Boston Evening Transcript*:

Baden Baden, May 28. — Professor Robert Koch, the famous bacteriologist, died here yesterday afternoon from a disease of the heart. He was born at Klausthal, Hanover, Dec. 11, 1843.

The name of Dr. Robert Koch is one of the most illustrious in that comparatively small group of the world's great medical specialists. He was one of the very few men who have demonstrated entirely new

principles and developed them to practical results.

Dr. Koch's investigation of anthrax, to which Pasteur had devoted a great deal of attention, first brought him into general recognition as an authority. A visitation of cholera at Hamburg afforded him scope for experiments in that direction, and to Koch undoubtedly belongs the distinction of specifying and demonstrating the cholera bacillus. He was placed at the head of the cholera commission, and subsequently visited Egypt and India, when those countries were scourged by a cholera epidemic, his services being recognized by various decorations of honor and by a substantial honorarium of 100,000 marks (\$20,000).

In the course of his cholera investigations he exemplified the fact that the bacillus, or active organism of the disease, seldom enters deeper than the living membrane of the intestines. His discoveries in demonstrating separately and specifying the bacillus or micro-organism of disease, have also contributed most valuable knowledge of the cause of typhoid fever and erysipelas.

In the popular mind he was perhaps best known as the discoverer of a supposed cure for consumption, a remedy which failed to fulfil the hopes of an over-expectant public. Yet the tremendous strides made in recent years toward the stamping out of that supposedly incurable disease are due, more than to any other one man, to the great German experimenter. Medical men today freely attribute the striking decrease in the death rate from tuberculosis to Koch's discovery in 1882 that the disease is infectious. To this achievement he added important studies of malaria, cholera, bubonic plague, rinderpest, cattle plague, splenic fever and wound poison.

Dr. Koch received a medical education at Gottingen. After his graduation, in 1866, he became assistant surgeon in the Hamburg General Hospital. Later he took up private practice at Langenhagen, Hanover; at Rakwitz, Posen; and at Wollstein, Posen. By 1872 he had already a standing in his profession which won him

an appointment to the Imperial Board of Health. Ten years later he succeeded in isolating the tubercle bacillus, and his standing as an expert was secure.

Honors followed fast. He was made privy councillor in 1883, and became director of the Cholera Commission to India and Egypt. In 1884 he discovered the cholera spirillum, regarded as the positive test of Asiatic cholera, and for this signal service he received by legislative act a gift of \$20,000. The following year he became a professor in the University of Berlin, director of the newly established Hygienic Institute of Berlin, and also director of the Prussian Board of Health.

But so far the winner of scientific honors had escaped the popular notice. It was in November, 1890, that word was suddenly flashed around the world that a German scientist had discovered an infallible remedy for tuberculosis. "Koch's consumption cure" became a talismanic phrase of hope to millions. Consumptives rushed to Berlin from every corner of the earth. Men in the last stages of the disease died in railway carriages on their way to the great physician. No one regretted this tragic manifestation more than Dr. Koch. He had known that his experiments were incomplete and that he was not yet ready to put his tuberculin to practical use. He sought to keep it from the public, but sensationalists garbled his modest report, and the mischief was wrought.

Nevertheless, the student continued his work undaunted. The Robert Koch Institute for the investigation of tuberculosis was founded in Berlin. Andrew Carnegie contributed \$125,000 to its work. From it has proceeded the most valuable backing of the world-wide war on the white plague.

Dr. Koch's latest work was the investigation in South Africa of sleeping sickness, in recognition of which Emperor William conferred on him the title of Excellency. From August, 1906, to October, 1907, the doctor and his assistants carried on these investigations on the Sesse Islands, in the

Victoria Nyanza. The work was not without its dangers, as the disease manifested itself there in its most virulent form. Natives were dying on all sides. He discovered the origin of the disease in the tsetse fly. To destroy this fly and thus end the scourge he recommended the annihilation of the crocodile, on whose blood the fly feeds.

On one point Dr. Koch differed radically from most other authorities on tuberculosis. He maintained that tuberculosis in cattle was not transferable to man. This position he held to most vigorously at the Tuberculosis Congress in London, in 1901. In 1908, however, when he came to this country to attend the congress at Washington, he was fated to hear his conclusions voted down by a resolution of the body. He made no reply, and many believe his opinions had been modified. This journey to the United States in 1908 was his first trip to this country and America's savants strove to pay him the honors due. He was the distinguished guest at a New York dinner. It was there that Andrew Carnegie called him one of the "heroes of civilization."

Dr. Koch received the Harden medal in recognition of his eminent services to medical science and public health, the Nobel Medicine Prize, amounting to \$40,000, for his researches looking to the prevention and cure of tuberculosis, and many minor honors.

SUGGESTIONS

1. Familiarize yourself with the form of all kinds of news stories.
2. Remember that neither slang nor cheap humor is essential to a good sporting news story.
3. Be fair in your characterization of the playing of each team.
4. Remember that high school and college athletes are young, impressionable amateurs.
5. Avoid elaborate descriptions in the average society news story.
6. Don't use hackneyed phrases in reporting society news.
7. Be accurate in the biographical data of obituaries.

8. Catch the spirit of each special occasion and let it permeate your story.
9. Try to picture the occasion vividly for thousands of readers who could not see it.
10. By doing your best writing in every story, prepare yourself to be the "star reporter" sent to cover the big event.

PRACTICE WORK

(1) Criticize the following football story and rewrite it:

Mid the strains of "We Won't Get Home Until Morning" played in the gloaming, wherever that is, of a windy autumn eve, Referee Williams judiciously called a halt on the annual St. Clair-Winton battle at the Baseball park last night, just when the top edge of the moon peeped over Lake Erie and the cardinal cohorts were leading in the battle by a score of 25 to 7.

That's the official count, three touchdowns, one goal from touchdown and two drop kicks against the green and white's one lone touchdown, scored in the final quarter of a hectic struggle featured by good open play on the part of both elevens, Harry Hurson's great kicking and marred by the poor tackling of both elevens.

It was just another St. Clair victory and thus it will go down in history. The old hoodoo still abides with the St. Clair boys south of the river, and Winton was not so much outplayed as outlucked. The cardinals keyed to the minute for the struggle were on their toes from the opening whistle. They played football at all times, took advantage of every weakness and never lagged no matter how great the advantage and as a result they copped the city laurels which are theirs by virtue of the victory, in a decidedly easy manner.

Winton on the other hand, outside of one or two individuals on the whole were content to take matters as they came and appeared averse to any exceptional effort, combined or otherwise. There was not that scrap and pep, that characterizes the annual fight between the two teams, and this more than any superior ability on the part of Schmidt's champions militated against anything like a victory for the Wintoners.

The first quarter was a feeler for both elevens. In an offensive way, the green and white did little, playing purely on the defensive, being content to punt on every first or second down, keeping the ball in cardinal territory. This worked well in the first quarter and the Winton men were never in danger of being counted on. The same holds true of St. Clair.

The second period brought a change of goals and although at the very start the ball was in St. Clair territory, the advantage of the wind now lay with the cardinals and Hurson's sturdy boot soon made that fact known to the defenders of the east goal.

While Johnson in a measure held his own at this period with the St. Clair oval mixer, he was decidedly slow in getting off his spirals. A few minutes after the start of the quarter, St. Clair, with the advantage of the wind, worked well into their rival's preserves and by sturdy plunges carried the pigskin to the thirty yard line. Winton held finally and after

three futile flings at the cardinal line by the green and white backs, Johnson again stepped back to boot the leather into safe ground. He made a miscue, however, in holding onto the ball too long, an accident which featured his play in the North side game. Devine opposing Franklin at tackle, wormed his way through the Winton defense and was on Johnson before the latter was aware of his presence. He blocked the attempted punt and followed up the ball which rolled well behind Winton's goal, made one futile attempt to corral the oval as it rolled over the grass carpet, hopped to his feet again and this time drove true gathering the ball in his arms for the first score. A punt out by Hurson was properly heeled, and the same Hurson booted the ball squarely between the goal posts, making the count 7 to 0. [Etc.]

(2) Rewrite the following example of baseball "dope":

"Play ball!"

When the arbiter utters those magic words and Whitey Witt, the game little Albino, steps to the plate, the annual classic will be on in earnest. For the second time in many years the Clan McGraw, who have captured the bunting in the National league and the Ruppert-Huston forces, winners of the gonfalon in the younger organization, will meet in the historic stadium on Coogan's Bluff to decide the question of supremacy.

When Art Nehf, star portside flinger of the McGrawmen, blanked the Hugman in the eighth game of last year's classic and brought the game's greatest honors to the standard bearers of the Heydler organization, the Yankees vowed vengeance and they will be full of fight when they take the field this afternoon. With their inner defense strengthened by the acquisition of Jumping Joe Dugan, the outer garden bolstered by the purchase of Whitey Witt from the lowly Mackmen with the addition of Deacon Scott, sterling guardian of the short field, and with the crashing Bambino in the pink of condition (it will be recalled that he was on the sick list during last year's big series), it looks like the representatives of the Johnson organization ought to bring home the bacon. This seems almost a certainty when one also considers that the Ruppert-Huston forces have added star hurlers in Jones and Bush. The Squire and Bullet Joe are two of the best slabsters in the business. When you also remember that Shawkey is back in form, it looks like a walkover for the expensive athletes owned by the popular colonels. The Fighting Gob, when right, is a stellar moundsman, and it will take airtight hurling to beat him — there is n't any one on Jawm McGraw's Corps of hurlers who has tossed that brand of ball in months.

Still, you never can tell. Baseball is an uncertain game, and if Clan McGraw gets the breaks they may nose out the opposition. The breaks have been an important factor in deciding these October classics — and history may repeat itself. The McGrawmen are faster on the hassocks than the Hugmen and the figures also show that they are deadlier with the willow. This may offset the Yankee advantage on the mound.

And then again it may not. As we said before, you never can tell in a game as uncertain as the national pastime.

It's the box score that tells the story!

The dope goes wrong at times but the Old Box Score never lies!

- (3) Rewrite the following story of a wedding to adapt it for publication in a daily paper in a city of 50,000.

The beautiful autumn evening Tuesday, was the scene of a happy wedding at the pleasant country home of Mr. and Mrs. William A. Milton of Pembroke Park, when their only daughter, Ada May Milton, was united in marriage to Henry P. Williams, of Harrington, N. Y. Promptly at 4:30 p. m., the wedding party descended the stairway to the sweet melody of the wedding march, with Miss Kathrine Parker presiding at the piano. The procession was led by the small flower maiden, Miss Mabel Teller, dressed in pure white with a wreath of white daisies on her head and a large bunch of the same flowers in her hand. The bride was richly but simply clad in white satin trimmed in gold jetted passementerie and gold jetted neck yoke, with a filmy bridal veil daintily covering her golden brown hair and falling gracefully to the floor.

She carried fragrant white roses and pink carnations, and she was met in the hallway by the groom. The groom wore the conventional attire. He was accompanied by his friend Frank J. Norton, of Watertown, N. Y. The bride was accompanied by her cousin, Miss Henrietta Strong, now a student of Harrington normal. Miss Strong was dressed in pure white with a bouquet of pink roses and carnations. Together the bride and groom entered the flower festooned parlor to the soft strains of music. Rev. Herrin, of Pembroke Park, united the popular young couple according to the solemn ritual of the Methodist Episcopal church.

After a shower of congratulations the wedding party entered the dining room where a sumptuous feast of good things was served to about seventy guests amidst the usual social conversation whilst the Pembroke Park Brass Band played its choicest selections. Later there was music by Mrs. Henry Delton and her son, Master Harry Delton, on the piano and violin, the latter being a pupil of the bride, who is a music teacher in her town. Her education is as follows: Harrington, N. Y., for normal course; Baltimore, Md., for business, besides Wesleyan College, Middleton, Pa., and Marietta, O., for musical education. The groom was for some time a telegraph operator at Buffalo, N. Y., but at present, being the last unmarried of the family, he has lived with his mother, Mrs. Elizabeth Williams. He belongs to one of Polk county's well known families, and is a member of the Harrington Brass Band.

The bride belongs to one of the oldest and best families of her home county of Madison. Both are popularly and well known in the home circles of many friends.

Among pleasantly noted friends present were Cashier W. M. Schmidt of the Harrington bank, Miss Emma Miles of Harrington normal, James B. Rogers, merchant, of Littleton, and brother-in-law of the groom, accompanied by his small son, Robert, and Misses Jessie and Nettie Williams, cousins of the groom.

The wedding presents were numerous and of excellent selection, several arriving days before from invited guests unable to be present.

CHAPTER VIII

FOLLOW UP AND REWRITE STORIES

News Possibilities. The possibilities contained in a piece of news are seldom completely exhausted by the first story published concerning it. Causes, results, and significant phases many times cannot be ascertained when the first story is written. New facts sometimes develop from hour to hour, and very frequently from day to day. It is the constant aim in newspaper making to give in each edition the latest possible phase of every important event. Accordingly, news stories must be rewritten or must be given new leads as often as the character of the latest news warrants it. A story is worth rewriting or following up as long as it is likely to be of interest to any considerable number of readers.

Even when it is evident that the first story contains all the significant facts and that additional details cannot be obtained, it may, nevertheless, have sufficient interest to deserve a rewriting by papers which have not as yet had an opportunity to publish the news that it contains. In rewriting the first story, the reporter seeks a new feature, which, when played up in the rewritten story, gives it a new turn. New significance, likewise, may be given to the event in the rewritten story by looking at it from a different point of view or by showing its relation to other events. Probable causes, possible results, or striking coincidences may be "played up" as new features. Often the next development can be anticipated in order to bring the "rewrite" up to the time of going to press. Imagination is necessary for success as a rewrite man, not in order to invent fictitious details, but to see the event in all its

relations and to select the most significant of these for emphasis in rewriting.

Whether or not a story is worth "following up," and how long it shall be "followed up," as well as whether or not a story is worth rewriting, are determined by the newspaper man's appreciation of news values. Editors must be keen and accurate judges of popular interest so that they may know when to continue to give space and prominence to developments of a piece of news and when to drop it.

The division of the twenty-four-hour day between morning and evening papers results in editors and reporters on papers of one of these groups depending, to some extent, on those in the other for part of the day's round of news gathering. Consequently when the men on the evening papers begin work early in the morning, they read with great care all the morning papers, in order to find out what news has developed since the last edition of their papers went to press on the preceding day. The men on morning newspapers, likewise, scan every edition of the evening papers in order to watch the course of events during the day. This careful examination of newspapers is not confined to those of the city; papers published in other cities of the state or of adjacent states are gone over for any pieces of news that have local phases, or "local ends." The reading of all these newspapers furnishes the editors with many stories that must be rewritten and brought up to the moment.

Rewriting. When news is to be rewritten without additional details, the stories clipped from other papers are turned over to rewrite men or to reporters to be put at once into a new form. If the editor desires more facts or later phases, he gives the clipping to a reporter, who, taking the first story as a basis, proceeds to get the desired additions before writing the news story. In either case

the first thing to do is to study carefully the first story to see what it contains and what are its possibilities. Every bearing of the piece of news on past, present, and future events must be carefully considered. The importance of every possible relation should be weighed so that the most timely and most interesting feature may be given due prominence.

Because of the rapid judgments on news values and the hurried writing of news stories that newspaper making necessitates, the first story may not bring out at all or may not give prominence to what is in reality the most interesting aspect of the story. It remains for the man who is rewriting the story to take advantage of this neglected opportunity. In his effort to tell all the details of the event itself, the reporter who wrote the first story may not have considered ulterior causes and motives, or may not have had time to review the event in its relation to other events. With the perspective that a few hours often give, the rewrite man can judge more accurately of these phases and in the rewritten story can give them the emphasis that they deserve.

In the rewriting of stories where no more facts are available, the possibilities to be considered for the new lead are: (1) some feature entirely overlooked by the writer of the first story, (2) some element not given prominence in the first story, that may be made the feature, (3) the next probable consequence or development, (4) some cause or motive not suggested or emphasized in the first story, and (5) the relation of the piece of news to some previous or coincident one.

Rewriting with no new facts but with a new feature played up in the lead is illustrated in the following stories:

(1)

Lead in Evening Paper.

After a week's search of all the cities of the state, the police found Mary Sheldon, the twelve-year-old daughter of Roswell Sheldon, millionaire paper manufacturer of Wilton, at the Park Hotel today where she has been living for several days. She had informed the clerk at the hotel on her arrival Wednesday that she was waiting for her mother who would arrive in a few days. When asked by the police why she had left home, she replied that she liked to travel.

(2)

Lead of Rewritten Story in Morning Paper of Following Day.

"I like to travel," was the only explanation offered by Mary Sheldon, the twelve-year-old daughter of Roswell Sheldon, millionaire owner of large paper mills at Wilton, for running away from home a week ago, and coming to this city last Wednesday. She was found by the police at the Park Hotel where she told the clerk when she arrived that she expected her mother to join her in a day or two.

(1)

Lead of First Story in Evening Paper.

A giant hippopotamus, a cook, and the ship's crew, as principals, enacted for 2,000 passengers aboard the steamship "President Lincoln" which arrived here today from Hamburg, a "near sea tragedy" last Tuesday when three days out from Southampton.

Otto Winkle, the fourth cook, was sitting on the rail forward, dozing in the sunshine. Just then from the nearby cage of the hippo, consigned to the zoo at Cincinnati and the largest ever brought to America, came a tremendous sneeze. The shock of the hippo's sneeze was too much for the somnolent cook who unceremoniously toppled overboard and in a moment was struggling in the wake of the ship. A cry from some of the passengers who saw the mishap resulted in a boat's being lowered, and the cook's being rescued.

(2)

**Lead of Rewrite Story in Morning
Paper on the Following Day.**

To be blown overboard in mid-ocean by a hippopotamus' sneeze was the fate of Otto Winkle, fourth cook on the President Lincoln, which arrived from Hamburg yesterday with 2,000 witnesses of the narrow escape of the assistant chef. Prompt action in lowering a boat saved the cook from drowning. The big hippo, said to be the largest in captivity in America, went on his way to the Cincinnati zoological gardens today without being aware of the excitement that his sneeze had caused.

Anticipating News in Rewriting. One of the simplest ways of bringing a story up to the time of the edition in which it is to appear in rewritten form, is to anticipate the probable result or the next development. In the morning editions of evening papers, particularly, much of the day's news can be forecast and the news stories written accordingly. Persons arrested during the evening and night, for example, it is safe to say in advance, will have their cases considered in the police court the next morning. Accordingly, the fact that a person will be charged in court with his offense "this morning" rather than the fact that he was arrested "last night," constitutes the feature of the first morning edition of the afternoon paper. Stories of trials, conventions, investigations, legislative sessions, and other events extending over a number of days or weeks can often be given a new turn before anything new actually has been done by setting forth in the lead what is to be done. The early morning resumption of a search abandoned because of darkness the night before can be played up in the rewritten story of a drowning, disappearance, or similar occurrence. A midnight railroad wreck reported in a morning paper, it is safe to say in the morning editions of the afternoon papers, will be inves-

tigated by the railroad company and by inspectors of the state railroad commission in order to fix the responsibility. Conjectures as to his successor may be made a feature of a rewrite story following the announcement of the resignation of a public official. To look forward to what will happen is practically to give the news before it actually happens, and this can frequently be done.

In anticipating news the greatest care must be taken to avoid making inaccurate announcements. Unless there is every reasonable assurance that events will develop as anticipated, the new developments should not be given as facts but should be stated as probabilities. There is always danger of inaccuracy in giving as accomplished facts what has not actually happened.

How without any additional facts the next development of a piece of news may be anticipated and the time changed from "last night" to "this morning," is shown by the rewritten leads following:

(1)

Lead of First Story in Morning Paper

Fire gutted the warehouse of the L. C. Whitney Seed Company, 113 Canal Street, shortly before midnight, causing a loss of \$75,000. Robert S. Wilber, a night watchman employed by the firm, was reported missing and is believed to have lost his life in the fire.

(2)

Lead of Rewritten Story in First Morning Edition of Evening Paper.

Firemen this morning are searching the ruins of the L. C. Whitney Seed Company, 113 Canal Street, for the body of Night-watchman Robert S. Wilber, 1913 3rd Street, who is believed to have lost his life when the warehouse was destroyed by fire last night. The loss was \$75,000.

(1)

Lead of First Story in Morning Paper.

As a result of an altercation with a taxicab driver, Harold S. Parkins, broker, 17

Hoosac Building, was arrested last night in front of the City Club, of which he is a member, charged by William Works, the driver, with assaulting him when he attempted to get the amount of his fare.

(2)

Lead of Rewritten Story in First Morning Edition of Evening Paper.

Harold S. Parkins, a broker with offices in the Hoosac Building, will answer in the police court this morning to the charge of assault and battery preferred by William Works, a taxi driver, with whom he got into a dispute last night over the amount of the fare, in front of the City Club, of which Parkins is a member.

Finding the Relation of Events. What seemed a single and isolated event when the first story was written may be seen to be part of a series of similar or related events by the time the story is to be rewritten, and this fact can be used as a new, interesting, and important phase of the rewritten story. Several burglaries, as reported in the morning papers, may be found to have some peculiar details in common, and this fact may give rise to the conjecture, as the feature of the rewritten story, that they were the work of the same burglars. A local storm story when rewritten may have as a feature the extent of the storm as shown by telegraph stories received after the first story was written. A fire, the origin of which was unknown when the first story was written, may be connected with other recent fires that broke out under similar conditions, and the probability of all of them being the work of a "firebug" may be pointed out in the rewritten story. By seeking relations between events, the newspaper worker often finds important features for stories to be rewritten.

"Follow-up" Stories. In "follow-up" stories the gathering of new details is the first step necessary to

rewriting. Not infrequently the latest details can be obtained by telephone, and the "follow-up" story can be rewritten in the office in as short a time as a rewrite story that requires no additional facts. The condition of a victim of an accident, for example, may be ascertained by telephoning to his home or to the hospital where he was taken, and the facts thus obtained may be put at the very beginning of the "follow-up" story. More often the reporter must go out to get the latest developments of the event, just as he would for a first story. However obtained, the new particulars are the important ones to be emphasized in the lead.

Some of the different directions in which a story may be "followed up" are similar to those suggested for rewrite stories; they are: (1) causes and motives other than those given in the first story if these are uncertain or inadequate, (2) results and consequences of the first piece of news, (3) interviews with prominent persons in regard to the event and its significance, (4) clues to the identity of unknown persons or to the unknown whereabouts of those who figured in the first news story.

Popular interest in the causes of fires, accidents, and other disasters make such causes good "second day" features when the explanation given in the first story is insufficient or unsatisfactory. Emphasis on immediate and underlying causes also has a constructive value, because it tends to turn the reader's attention to preventive measures. It not only helps to create public opinion favorable to the eradication of conditions that produce accidents and disasters, but serves to warn readers against similar results of their own carelessness. Motives for crimes or for any significant action are to be sought for by the reporter. The important question always to be asked in connection with practically every piece of news is, Why? Every result of an event has new possibilities and

should be "followed up." In stories of crime the identity of the culprit and his whereabouts, if not given in the first story, are, of course, of great news value for a "second day" story. Finally, the opinions of those concerned or in any way interested in the event, as obtained by interviews, make good material for stories following the first one. (Cf. examples of interviews, p. 163.)

In writing the lead of a "follow-up" story the reporter must not fail to give as many of the essential elements of the first story as are necessary to make the new details intelligible to those who did not read the first story, and to recall the main facts to the minds of those who did read it. This explanatory material is made subordinate to the latest particulars, but cannot well be omitted.

The way in which a story is "followed up" from hour to hour and from day to day by "featuring" the latest news and reporting in slightly varied form the same essential details, is shown by the following leads of a railroad wreck, the developments of which had news value for two days.

(1)

**Lead of Story in First Morning
Edition of Evening Paper.**

Cincinnati, O., Nov. 13. — Two men are known to have been killed and a score or more injured when a Cincinnati, Lake Huron and Western passenger train bound from Cleveland crashed into a freight on a siding at Wilmington at 6:30 this morning.

(2)

**Lead of Story in Noon Edition of
Same Paper.**

Cincinnati, O., Nov. 13. — Fourteen persons were killed and twenty more were injured when a Cincinnati, Lake Huron and Western passenger train running between Cleveland and this city crashed head-on into a standing freight in an open switch at Wilmington, a suburb of Cincinnati, early today.

(3)

**Lead of Story in Last Afternoon
Edition of Same Paper.**

Cincinnati, O., Nov. 13. — Failure of the head brakeman to close the switch, according to his own confession late today, was the cause of the head-on collision between a passenger train and a freight train on the Cincinnati, Lake Huron and Western railroad at Wilmington, a suburb of Cincinnati, early this morning, in which fifteen lives were lost, and a score or more passengers seriously injured.

(4)

**Lead of Story in Morning Paper
of the Following Day.**

Cincinnati, O., Nov. 13. — Delay in installing a block system as ordered three months ago by the railroad commission of the state, in the opinion of the inspectors of that body resulted in the disastrous wreck on the Cincinnati, Lake Huron, and Western railroad at Wilmington, a suburb of Cincinnati, early this morning, when fifteen persons lost their lives and fifteen others were seriously injured.

The wreck was caused by the failure of the head brakeman on the freight, Otto Hansen, to close the switch to the siding.

(5)

**Lead of Story in Evening Paper on
Second Day.**

Cincinnati, O., Nov. 14. — Three separate investigations were begun today into the cause of the Wilmington wreck on the Cincinnati, Lake Huron and Western railroad, which killed fifteen and severely injured as many more, with a view to fixing the blame on those responsible and to punishing them. The Williams County grand jury under order of Judge Hanty began to investigate the wreck, while Coroner Hardy and District Attorney Collum worked on the matter independently.

Lack of important additions to facts in the first story often makes the lead of the "follow-up" story less striking

in new features than those given above, but the very absence of new facts in itself has some news value, as is shown by the two following leads:

(1)

Lead of Story in Evening Paper.

When Mrs. Herman Hansen, Hampshire Apartments, unlocked her bedroom door early this morning in answer to a plea "the baby is dying," she was faced by a masked burglar, who pointed a revolver at her. She had supposed that the voice was that of her son and that his child was very ill.

The burglar searched all over the house for jewelry, but failed to find anything of value, as the diamonds owned by Mrs. Hansen were in a safety deposit vault. Her companion, Miss Ida Schnell, a trained nurse, was threatened with death by the burglar, who later made his escape.

It is believed that the burglar had gained admittance to the apartment early in the evening and had concealed himself until after the family had retired.

(2)

Lead of Story in Next Morning's Paper.

The identity of the burglar who after concealing himself for hours in the home of Mrs. Herman Hansen, Hampshire Apartments, entered her room early yesterday morning and at the point of a revolver demanded money and jewels, remains a mystery, according to the police.

There is not a clue to the identity or whereabouts of the marauder, and as he had covered his entire face and head with a black mask similar to that placed on a condemned man, neither Mrs. Hansen nor Miss Ida Schnell, her companion, could give an adequate description of his face. He had also turned his coat inside out, giving it the appearance of being ragged.

A report that one of the servants was suspected of being in league with the burglar and that she gave him entrance during the daytime, was denied by both Police Captain Sullivan and Henry Han-

sen, a son. Mr. Hansen visited police headquarters last night to inquire whether any clues had been found.

How a follow-up story may be made interesting for readers of an evening paper by developing the human interest elements, when no additional details of importance are available, is illustrated by the second of the following accounts of the adventures of two stowaways:

(1)

First Story in Morning Paper.

When the Norwegian steamship Stravanger steamed into the harbor here yesterday afternoon, two youthful stowaways from Cardiff, Wales, leaped overboard as the vessel was approaching quarantine and attempted to gain their entrance to this country by swimming ashore.

Arthur Grey, 17, the younger of the two, was seized with cramps after a short swim in the cold water and was only saved from drowning by his companion, Henry Wilkinson, 18, who, fully clothed, with his ditty bag tied around his neck, managed to drag his fellow adventurer ashore. Here they were met by a squad of Providence police summoned by the harbor master, who took them in custody. They are being held tonight by the police, who will turn them over tomorrow morning to immigration authorities.

Grey and Wilkinson, officers of the Stravanger say, boarded the vessel in the dark, while it was taking on cargo at Cardiff. They crawled under the canvas of a deck boat and stayed there until the vessel was well at sea. After two days, hunger drove them from their hiding place, and when they had given themselves up they were put to work as deckhands.

(2)

Rewritten Story in Evening Paper.

From distant English villages they came, Henry Wilkinson, a sturdy lad of 18, and Arthur Grey, a slender one of 17, and they came by a heroic route. Their simple Odyssey is filled with evidences of an

amazing determination; their fate in America is a question tangled and snarled by all the coils and coils of regulations, orders, precedents and customs they saw fit to trespass upon.

When a motorboat load of policemen plucked Grey and Wilkinson from their lonely berth on isolated Fuller Rock lighthouse yesterday, they set a problem for the authorities to solve.

Long ago and far away — so tales of adventure begin — these English boys heard the call of America. Hard times abroad and rumored wealth of chances here lured them on. Afoot over weary miles of English road, over the mountain walls of Wales and clear down to the coal docks and dingy streets of Cardiff they walked; footsore and weary, so they say, they reached the dreary port at nightfall.

Under cover of darkness they eluded watchmen and slipped aboard the Norwegian coal steamer Stravanger. She was to sail to-morrow, they heard, and they climbed into a deck boat, concealing themselves under a tarpaulin.

Two days out at sea, when the pangs of hunger and the rolling of the ship made further life in the crowded and cramped dory unbearable, they crawled out and surrendered. Weary and forlorn from 50 hours of alarmed, breathless waiting, they took their medicine, which, in the manner of the sea, included everything from mopping decks to firing boilers.

Officers of the Stravanger, mindful of the stern examples of the past, warned the wayfarers that they would be turned back when they reached America, and advised them to prepare for a homeward voyage filled with hard labor.

But Wilkinson and Grey thought otherwise. They laid their plans deeply, and, when the big steamer pointed her nose up the bay toward Providence, they saw fit to be on deck, idling near the taffrail. Wilkinson had about his neck a ditty bag, such as sailors use for trunks. Grey had only the clothes he wore.

Then, simply and without ceremony, they jumped into the bay. Officers of the Stravanger saw them go, but the

headway of the big vessel and the narrowness of the channel made it impossible to halt and send boats after them. From the deck, instead, they watched the boys make for shore.

Not long in the icy water, Grey was taken with violent cramps. Wilkinson, a sturdy swimmer, accepted the weight of Grey's hand on his shoulder and swam, with his companion and his ditty bag weighing him down, to the nearest safety he could see. That he landed on an isolated rock, with no place of concealment, was fate rather than design.

Officers of the Stravanger told Quarantine officials about it all. They told the Harbor Master and the Harbor Master told the police. A power boat took Patrolmen E. B. Patnaude, A. R. Callwitz, W. Derrel and J. Garrett down river to Fuller's Rock, and here, hiding behind the column of the lighthouse, they found the boys.

Arrested off the shores of East Providence by Providence police for Federal action, Wilkinson and Grey spent last night and to-day in the Third precinct police station. This afternoon United States Immigration Inspector Francis J. McGovern took them to Boston, to be presented before the Immigration Bureau's board of investigators. There sentence will be imposed, and unless some unimaginable fortune intervenes, sentence will be deportation. The dream for which the stowaways struggled persistently is apparently at an end.

"Boiling Down" News to One Paragraph. For some stories the rewriting consists of "boiling down" the news to a sentence or two containing the essential facts, in order that they may be used as "fillers" or may be grouped with similar short items under a general heading, such as "City News in Brief," "Told in Brief," "State News." Local news stories of this type are rewritten from other city papers, and state news is often rewritten from daily and weekly papers received in exchange and known as

"state exchanges." Some of the news associations furnish brief stories of this kind which may be grouped under one head or which may be used as "fillers." A single cross-line head, or a side head, is often put on these short "items," by the man who rewrites them. Examples of rewritten stories of this kind follow:

(1)

First Story in Evening Paper.

Three boys, Joseph Dant, 19; Charles Herrig, 19; and Oscar Kellin, 19, were brought into district court this morning for tearing up small trees recently planted on Hartford Avenue. The boys attended a dance Saturday night and on their way home, according to the testimony of Patrolman Higgins, destroyed the trees.

"You are each fined \$10 and costs," said Judge Bellows. "You boys deserve even more severe punishment. There would be slight encouragement for people to beautify their homes, were boys like you allowed to go unpunished."

(2)

**Rewritten Story and Cross-line Head
in Next Morning's Paper.****THEY PULLED UP TREES.**

After Patrolman Higgins had testified that he found them pulling up young trees on Hartford Avenue Saturday night, Joseph Dant, Charles Herrig, and Oscar Kellin, each 19 years old, were fined \$10 and costs in District Court on Monday.

(1)

First Story in Evening Paper.

Amelia Minkle, 19, 656 Second St., was run down and injured by an automobile driven by Mrs. H. M. Greene, 931 Hillside Ave., at 7 o'clock this morning at Eleventh and National Avenues. The girl was on her way to work. She alighted from a car and started to cross the street when the automobile turning the corner struck her and knocked her to the pavement. Mrs. Greene stopped her machine and called

[the police ambulance. The girl was removed to the Emergency Hospital. Although painful, her injuries are not serious.]

(2)

Rewritten Story and Side Head in Next Morning's Paper.

[GIRL HURT BY AUTO — While crossing Eleventh Avenue on her way to work Monday morning, Amelia Minkle, 19, 656 Second street, was knocked down and slightly injured by an automobile owned and driven by Mrs. H. M. Greene, 931 Hillside Avenue.]

SUGGESTIONS

1. Read all the local papers every day before beginning your work.
2. Remember that few first stories exhaust all the news possibilities.
3. Follow up every story as long as indications point to new and interesting developments.
4. Search for ulterior causes and motives as new phases.
5. Look forward for new features to possible results and consequences.
6. Get interviews with persons of prominence and authority on all important events, as new features.
7. Look at the event from a new angle before beginning your rewrite story.
8. Play up the latest possible phase of the news in the lead.
9. Find a new feature to play up in rewriting when you have no more facts.
10. Anticipate the next development of the event in beginning the lead of your rewrite story.
11. In anticipating what may happen, beware of announcing that it has taken place.
12. Bring the rewritten story "up to the minute" by giving prominence to features of "to-day."

PRACTICE WORK

- (1) Rewrite the following story, putting the unusual feature at the beginning of the story.

Samuel J. Willsie, an insurance broker living at 1991 Riverside Drive, did not appear in the City Court yesterday for examination in the sup-

plementary proceedings in a suit over a loan of \$200, and Hein & Krug of 281 Broadway, the attorneys who obtained the order, concluded that Mr. Willsie did n't feel that he had been properly served.

The lawyers had turned the order over to Samuel Greenman, a process server of 188 East Ninety-Eighth Street. After trying to serve the order without success he finally notified the lawyers that he had seen Mr. Willsie sitting at his window in the Riverside Drive house one night and that he had tied a copy of the order to a brick and thrown the brick into the window, hitting Mr. Willsie with it. The process server said that when Mr. Willsie picked up the paper and looked at it he, the process server, immediately read the original to Mr. Willsie at long distance and said "You're served."

Mr. Willsie said yesterday that no attempt, so far as he knew, had been made to serve the order on him, and that he could be found at his office every day. He said that while he and his family were at dinner one night something landed on the floor of the room by way of an open window. His son, he said, went in to see what it was and threw the stone back into the street. The boy told his father the object was a stone wrapped in a piece of paper. That was all Mr. Willsie knew of the alleged "service."

- (2) Give this story an entirely different lead without beginning with a summary.

Julius R. Wein literally sang himself into matrimony, and then sang himself into a jail cell. The dulcet tones of his tenor voice won him a bride and also caused his arrest on a charge of forgery.

A few months ago Wein, under the name of Jule LeGrande, was singing in theatres in Chicago. Among others who admired his singing was Miss Minnie Riley who characterized his singing as "divine." So much was Miss Riley attracted to the voice that she consented to marry its owner. After the ceremony the two rented apartments at 1961 Western Avenue. As before, the husband continued to sing in local theatres.

After a few weeks the young wife decided that vaudeville did not offer sufficient opportunity and requested Wein to seek employment in the field of business. He sought for and obtained a position as cashier for the Universal Furniture Company at 1032 16th Street.

The salary of a young cashier was not so large as that he was accustomed to earn as a singer, so Wein is said to have forged checks amounting to more than \$1,200, signing the name of the firm by which he was employed.

Detectives who sought his arrest determined to use the voice which had won Wein's bride as a "bait" to cause his arrest.

The following advertisement was inserted in papers throughout the United States:

FOR SALE — A Moving Picture Theatre, cheap. Can be operated to great advantage by man or woman who is good singer and entertainer.

Three days ago an answer was received from Wintonville, Miss. The writer signed his name as W. R. Reinhard. The handwriting was recognized by experts as that of Wein, and the young man was yesterday arrested by operatives of the Pinkerton Detective Agency in the Mississippi city. Both Wein and his wife will be brought to Chicago tomorrow.

- (3) With the following story as a basis, prepare a rewrite with a new and significant feature in the lead.

Arthur J. Menten, 22-year old broker, was found guilty at 1:30 this morning by a jury in Judge Henderson's court of publishing a false statement relative to the value of stock in the Ausaukee Oil company and thereby defrauding Mrs. Sarah C. Sherman of \$2,500.

After deliberating eight hours the jury returned the verdict of guilty. Menten, standing at the bar, received the verdict in silence without showing any emotion. At the request of his attorney, Samuel F. Barr, the date of sentence was fixed by Judge Henderson for July 5.

Judge Henderson commended the jurors on the verdict, which, he said, in his opinion was amply justified by the evidence.

"It may interest you to know that this is the first conviction, so far as I know, under a law passed by the state legislature six years ago. It is one of the most important laws for punishing fraudulent stock investment schemes that we have. Thousands of dollars are annually being stolen from women like Mrs. Sherman by means of false prospectuses. By your verdict you have made it plain that some attention, at least, is being paid to this type of crime."

- (4) Rewrite for a morning paper the following stories, which appeared in evening papers.

(1)

Harry Martin, a mechanic, working on the fifth floor of the Athletic Club, overlooking the roof of the building at 243 Broadway, noticed that the flag was hanging upside down. He also noticed that the porter of the building, Charles Kane, was at work on the roof.

Martin called to Kane to change the flag but says the porter retorted that he was too busy and would change it tomorrow morning.

Other employees of the Athletic Club supported Martin in his shouted demands and there ensued a wordy battle that resulted in Martin's telephoning to the police station. There Lieut. O'Brien, on the desk, anticipating a real battle, sent several patrolmen around to quiet the fighters and to change the flag.

Patrolman John Weston, attempting to change the flag, found the rope stuck. He climbed the pole, before an appreciative audience below, and righted the flag.

(2)

Armed with a paper bag containing five hundred carefully counted pennies, Leo Freud came into the police Court this morning to pay a fine of \$5 for violation of the automobile laws, in that he recently forgot to signal at an intersecting street. When the sentence was imposed, and for the amount expected, he cheerfully gave the bag to a court officer, who said: "Sit down a minute, sir, till I count them." Meanwhile court officers communicated with the United States Treasury Department and from that authentic source learned that the court did not have to accept more than twenty-five cents. So Freud was forced to borrow a \$5 bill from a friend. He kept the pennies.

CHAPTER IX

HUMAN INTEREST OR FEATURE STORIES

Definition. Besides the informative news story dealing with events of some importance, in which the human interest elements may or may not be developed, there is another type, the human interest, or feature, story. Such stories are written about events that in themselves have little if any news value. Their interest lies, not in the significance of the news that they present, but in the way in which they are written. Their aim is not to inform but to entertain. Involving emotion as well as fact, they appeal to the reader's sympathy or to his sense of humor. Unlike the typical informative news story they are not merely concise presentations of facts; they are entertaining, appealing elaborations of minor incidents.

For the human interest, or feature, type of story the reporter takes little happenings and finds behind them their real meaning to those who play a part in them. The event thus becomes an episode in the drama of human life, sometimes comic, sometimes tragic. To write this type of story successfully the reporter must be able to see the picturesque, humorous, and pathetic phases of life about him; he must feel with those to whom the events mean much. He needs keen insight into human nature, and sympathy with its strength and its weakness. Because they appeal to the reader's feelings, human interest stories enjoy no small degree of popularity. Some papers make them a regular feature; others print them from time to time; only a few neglect them entirely.

Finding Subjects and Material. Subjects and material for human interest, or feature, stories are to be found

anywhere and everywhere in the reporter's daily round of news gathering. Many police court cases furnish an abundance of humorous and pathetic incidents. In fact, such cases were the basis of the first stories of this type printed in London newspapers over one hundred years ago. Minor accidents and petty misdemeanors that as news are worth only a few lines often contain possibilities for feature stories. An incident in a crowded street car, a mishap on the street, a bit of conversation between two small boys, a mistake made by a countryman unaccustomed to the ways of the metropolis, or any one of the hundred little episodes in the daily life of the city may be taken by the reporter as the subject for a human interest story. Little children, because of their great appeal to men and women of all classes, often furnish good material. Animals, wild or tame, are always available as subjects. A visit to the "zoo" is sure to furnish at least one good story. For the alert reporter with an understanding of human nature and an appreciation of the humor and pathos of life, there is never a dearth of subjects and material.

Style. Human interest stories require some literary ability beyond that necessary for routine reporting. From the point of view of their composition they are like miniature short stories. Therefore no definite rules can be laid down for their treatment. There need be no summary of essential facts at the beginning as in the typical news story. Like the short story of fiction, the feature story may begin in any way that will attract and hold attention, and may be developed by conversation, by narration, or by description that suggests rather than portrays in any great detail. A good feature story frequently tells itself; all that the writer does is to record the conversation or incident without comment or elaboration. A simple, restrained treatment is far preferable to a striving for

effect. Attempted pathos too often becomes mere bathos, and intended humor readily descends to cheap buffoonery. The style of humorous and pathetic human interest stories needs careful attention. Words must be chosen not only with reference to their logical meaning but with consideration for the feelings and associated ideas which have come to be connected with them, and which they therefore create in the reader. One word with the wrong connotation may spoil the whole effect of an otherwise well-written story. As in the structure of this type of story so in its style, no definite rules or principles, except those of simplicity and clearness, can be laid down to guide the writer. Careful reading of well-written short stories and novels will show him various methods of producing the effects that he desires.

Accuracy in Human Interest Stories. Because the news in human interest stories is not significant, and because the success of these stories depends largely on the way they are written, there is a temptation in writing them to embroider facts with fiction. It is undoubtedly easy to heighten the effect of these stories by the addition of fictitious details. Such "faking" is sometimes defended on the ground that it does no harm since the story is intended merely to entertain. A more careful analysis, however, of the effects of mingling fact and fiction in this type of news writing, leads to other conclusions as to its results.

In the first place, it is assumed by readers that what appears in the news columns is supposed to be true. They do not distinguish between the purely informative news story and the human interest story, except to the extent that they find the latter more interesting. Hence they regard the contents of a feature story as news. If, through personal knowledge of the incidents involved in a human interest story, some readers discover that the reporter has

departed from the truth by the addition of imaginary details, they may not unnaturally conclude that similar methods are employed in writing all news. Or if a person reads in two papers accounts of the same incident which differ markedly, as a result of the semi-fictitious story in one of the papers, he regards the discrepancies as an indication of newspaper inaccuracy. The ultimate effect, therefore, of "touching up" human interest stories with imaginary, fictitious details is, not only to undermine confidence in the accuracy of the paper that publishes such stories, but to call into question the truthfulness of all newspapers.

In the second place, when a writer substitutes fiction for fact in feature stories, he ceases to discriminate sharply between truth and falsehood in news writing. Because imaginary touches succeed in feature writing, there is a temptation to use them in making significant news more readable. Thus what may seem harmless enough in itself, may be what has been well described as the first step in the "Fake's Progress." Moreover, the use of fictitious material in feature writing is essentially a lazy man's method of getting results. It is often much easier to invent more or less conventional details than it is to dig out the true ones. To uncover the interesting, picturesque phases of life undoubtedly requires more effort than to invent them, but the sharpening of the powers of observation and the deepening of insight into human nature, which constitute the foundation of all successful writing, are invariably the result of the process of finding the truth. Thus, from the point of view of the reporter, the "faking" of material in human interest stories does not pay.

Examples of Feature Stories. The rescue of a small boy from drowning in a cistern would ordinarily pass unnoticed in the newspapers of a large city and might

be worth a few lines in those of a small one. A reporter with a sense of humor might see something in the incident that would make good material for a humorous human interest story, as did the reporter on the *Chicago Tribune*, who wrote it in the following form:

"Billy" Dyer, 2 year old son of William Dyer, owner of the Dyer foundry in Chicago, was playing in the yard of his home at 1716 North Elmwood avenue, Hyde Park, yesterday with his little sister Mary. Suddenly "Billy," who was standing on the wooden top of a cistern, disappeared.

There was nothing supernatural in his disappearance, because the wood in the cistern cover was rotten, but it struck little Mary as being so remarkable that she lost the power of speech. She is little more than a year old, and she could n't talk much, anyway.

Just at this moment a peddler came into the backyard. He saw Mary gazing fixedly at the open cistern and asked her what she saw.

"Bruvver's down there," vouchsafed Mary, regaining her tongue and pointing.

The peddler took a look into the cistern and then seized a near-by mop. "Billy's" head was still bobbing above the surface of the water when the peddler got back with the mop, but when he looked into the cistern again the boy slipped off the cover of the cistern, which had gone down with him, and went under. The peddler waited until the boy's head appeared again and then he deftly stuck the end of the mop under Billy's chin and pinned his head against the masonry.

Meanwhile the peddler had not been silent. Mrs. Dyer heard his shouts, and, gathering their portent, rushed to the telephone and called the fire department. Axel Hansen also heard the sounds. Axel has long legs. He came running.

When Axel looked into the cistern a scheme of rescue immediately formulated itself in his mind. He got down on his knees and told the terrified Mrs. Dyer and some neighbors to take a good hold on

his ankles. The peddler was busy holding "Billy's" head above the water with his mop.

Then Axel let himself head foremost down into the cistern. His legs were just long enough to reach. With outstretched arms he was able to get "Billy" by the scruff of the neck. Having got a good grip, he ordered "Hoist away." Mrs. Dyer and the neighbors hoisted, and in a moment "Billy," scared and much bedraggled, was safe in his mother's arms. The fire department arrived about this time.

"O, look at the pretty firemen," exclaimed Mary, and turned her entranced gaze away from the cistern to the new object of interest.

How a bit of information gleaned from a janitor may furnish the basis for an amusing little story, developed almost entirely by conversation, in this instance with the added flavor of Irish brogue, is well illustrated by this example taken from the *New York Tribune*:

Mike, one of the cleaners at the Hall of Records, beamed with satisfaction yesterday afternoon — so much so that every one noticed it. The corners of his mouth wrinkled upward, and he acted as if he had found a pocketbook for which there would be no claimant.

"It's all about thim clocks," said Mike.

"The clocks in this building?"

"The same — the same," said Mike.

"Ye see, we've had the divil's own time wid these clocks, but they're all right now. They're all together, like people at the pay window on Saturday afthernoon. I wisht I had the wurrud to fit what has happened to thim clocks. They's a rare wurrud for it, an' I heard wan of the assistants up in Pendleton's office spit it out careless like whin he went out to lunch to-day. But thim clocks is near killin' all av us. They're run by electricity, an' the city paid enough f'r thim to have thim right. But not till to-day have they all struck together, like bricklayers on a job wid the contract time limit two days off.

To-day they all got busy to wanst, and now they're runnin' dead heats. But I wisht I had the wurrud that tells what happened to thim."

"Didn't they keep correct time till to-day?"

"They did not," said Mike, emphatically. "In the Register's office the clock took itself for a six-cylinder auto goin' to the Polo Grounds, and rushed the clerks out of the office an hour and a half ahead of time. Up in the Corporation Counsel's office it was usually 6 o'clock p. m. whin the honest old City Hall clock gave the hour of 10 in the morning. Down in Captain Bell's office in the tax department the clock made such a record for itself as a liar and a chate that the captain had to hang a paper over the dial. He said he was ashamed to have an honest man look the clock in the face. An' so it was all around the buildin'. The clock winder wuz doin' the windin' by contrhact, an' he near went plumb crazy. But now thim clocks is all right, fur a wonder. But I wisht I had the wurrud that tells what happened. Here comes Captain Davis, of the armory board. He knows the wurrud that fits thim clocks when they all got together."

Captain Davis was held up by Mike, who explained what he wanted.

"An' I'll buy a perfecto cigar-r-r if ye'll give me the wurrud that fits thim clocks."

"I guess you mean the clocks have at last been synchronized," said the captain politely.

"That's it — that's it — that's the wurrud!" shouted Mike. "Thim clocks has been syn — syn — syn" —

Mike paused and the joy died out of his eyes.

"Say, captain," said he, "phwat the devil is the rest of it?"

"Synchronized," repeated the captain.

"Yes, that's it, whativer it is," said Mike.

The capture of an unusually large turtle in itself has little news value, but out of the incident a New York *Sun* reporter by simple literary devices worked up a feature story that makes an entertaining little "yarn."

They that go down to Gravesend Bay in fishing craft were talking about It all day yesterday in the back room of Hogan's place. Here, where swings the lantern that once lighted emperors of China on their way to bed and to the rope of which there hangs a wondrous tale, and where the pistol that shot O'Donovan Rossa lies in its evil rust, the fishermen gathered and roared in each others' ears about It. Between whiles they all went up to Lew Morris's barn and gazed at It. It was the biggest that any of them had ever seen. Also It was old. You could tell that by the barnacles that covered It. It was prodded over on Its ancient back by inquisitive toes and It slapped itself across Its chest like a cabby on a cold night.

Lew told how he caught It. He and Hogan went out in a rowboat about 9 o'clock yesterday morning to look over their weakfish nets. It was flopping around in Lew's best net. Lew leaned over and got hold of a flipper. He found himself in all sorts of trouble right away and called for Hogan. The latter changed position too quickly and they both went in. Lew had hold of the flipper and never let go. If Al Girard and Nelse Williams hadn't come along in a launch just then there is no telling what would have happened. Al and Nelse got Hogan and Lew out and Lew had hold of the flipper.

It is the biggest turtle — there, it's out now — that ever has been caught in Gravesend. A deep sea turtle at that and weighs anywhere from 150 to 200 pounds.

Lew hasn't said yet what he will do with the turtle, but he hints darkly of soup. Maybe it isn't a soup turtle.

Because a reporter on the *New York Times* noticed and inquired about a lame wild duck swimming around the docks, he was able to write the following animal feature story:

Harbor travelers to the Jersey Coast, especially the younger folk, are greatly entertained by the antics of a very small, very plump and richly-plumaged wild duck that plays around the steamers

Monmouth and Sandy Hook every time they approach the long Jersey Central Railroad pier at Atlantic Highlands.

The little bird is a cripple as a result of someone's poor marksmanship. It cannot fly, but it swims as well as ever and whenever a big boat appears in the offing it paddles out vigorously from under a neighboring wharf where it makes its domicile and leads the ship into her dock.

As the twin screws alternately reverse and go ahead as the officer on the bridge manoeuvres for the landing, they create veritable maelstroms under the stern and along the sides. Squawking its glee, the duck drives straight into the fiercest of the pother and is first drawn beneath the surface, then thrown high in the air from one vortex to another.

As the vessel is made fast, the duck drifts alongside, apparently watching the passengers disembark, but paying little heed to tinselled fragments of chocolate and morsels of fruit tossed overside, for it is fed regularly night and morning by the sailors with scraps from their mess.

The duck often swims out to the channel to wave a farewell with its useless wings as the steamers leave for New York, but as they cut the water clean in gathering headway this function loses its thrill.

All that is known of the bird's history is that it was picked up shot and bleeding by a watchman on the pier last Winter. The kind man nursed and fed it for a few days and vainly tried rough seaman's surgery on the broken pinion before he freed the duck.

In the separation of an old colored couple a reporter might see little to record in a news story, but, with an appreciation of the human interest in the event or with insight into the lives and feelings of the persons concerned, he might write a pathetic story like the following one adapted from the *Pittsburgh Gazette Times*:

They had climbed the hill together; well on the tottering way down they decided that they must travel the rest apart. Sylvester and Eva Hawkins signed papers to that effect yesterday.

They are black folk, these two, old and black, but they have in their natures a meed of proper sentiment. When the parting came they both wept and the tears were not maudlin.

They have lived for the most part as good citizens should; they reared a family that numbers even more than the Rooseveltian figure; they saved their little earnings until they had their modest home in addition to having given their children better than they had themselves.

But the husband and father, it was alleged, was cruel. It is not denied even by himself that Sylvester was wont to give way to outbreaks of temper. He always was sorry afterward, but sometimes regret did not make up for the harm done. It is charged that once he almost killed his son and only last Saturday choked his daughter nearly to insensibility. This last act was the cause of the son's making the information against the old man. A preliminary hearing was held last Tuesday and the old man was committed to jail until yesterday.

The son, Sylvanus, wanted his father committed to jail for a term, but the mother would not agree to this. She admitted that she feared her husband when he became violent and that his abuse of her and her children had become unbearable. But she said she still loved him and she did not want him behind the bars. When a bill of separation was suggested she agreed.

Hawkins wept then, as did his wife. He begged to be given another chance, but between her sobs the woman said he had promised to reform so often, all to no effect, that she could trust him no longer. She thought it best for all that they should part.

"I love you still, honey," the old man murmured, and to show his statement true, he bravely agreed to sign over their little property to her. She bade him a tender good-bye.

The old man walked out alone, over the steps of the municipal building, where he sat down. He saw the family that had renounced him come up, watched them as they took a car, and looked longingly as it rolled away. Then he wiped his eyes again, put his head between his hands and stared vacantly at the ground.

The disposition of a case of a small boy and his dog by a judge in the children's court furnished the material for the following human interest story in the *New York Herald*:

Tommy Blank, who is ten and has another name that the Children's Society will not make public, will be sent to the Mission of the Immaculate Virgin on Staten Island this morning — and Charley is going, too, Charley being a dog of uncertain ancestry but with a genial disposition and a trick of wagging his stump of a tail as if it were a windmill.

It must be admitted, however, that Charley now has something to wag about, for he has the distinction of being the first and only dog ever committed to an orphans' institution by a New York judge.

Life hasn't been very good to Tommy Blank, and almost all the wisdom and knowledge that he has absorbed has been that of the gutter. He never knew his father, and his mother gave him away when he was four weeks old. He lived about for several years after that, first with one family and then another, but when he was five he came across Charley, and Charley appealed to him about as much as he did to Charley. They became pals, and Charley managed to fill for Tommy the place of a mother and father as much as a dog could.

Tommy taught Charley tricks. He taught him to wag his tail like a windmill, to stand up and beg, to lie down and beg and to shake hands solemnly. Wherever he went after he acquired Charley, the dog went too, because if a movement was started to separate them both Tommy and Charley raised such a terrible racket that the movement never got anywhere.

The last place that Tommy lived was with a woman in West Tenth street, a sort of foster aunt. This woman did the best she could for Tommy and Charley, but she was poor and had children of her own. She couldn't buy very good clothing for Tommy, and she could only tell him to wash his face and hands. She didn't have time to see that he did it. And, of course, being a kid, he didn't. He couldn't see any sense in it.

The teachers in Public School 41, at Greenwich avenue and West Eleventh street, began talking to Tommy about his home life and they found that he had no home life and never had any. He had nothing but Charley, and to him Charley was sufficient.

But Charley was not sufficient to the teachers. They sent to the Children's Society and agents came and took Tommy away. But they left Charley; they didn't pay much attention to Tommy's crying and his demands for Charley until Miss Mary A. Grace, a probation officer, became interested in the boy and asked who Charley might be. It developed that Charley was the

embodiment of all the virtues and the rock on which the little boy had leaned during all of his years.

So yesterday Miss Grace got Charley, took him to the Children's Society and turned him over to Tommy. Tommy had not seen Charley for some time. Neither the boy nor the dog made any great demonstration, but they looked at each other and Tommy grinned, and Charley wagged his tail furiously and then Tommy gathered Charley into his arms, leaned against the wall and went to sleep. He slept for an hour, and Charley never moved, although the little boy almost hugged the breath from his body.

The time came for Tommy to go before Justice Edward F. Boyle in the Children's Court. The Justice heard the story of Tommy, and he signed papers which committed the little boy to the Mission on Staten Island. This meant little to Tommy, but when Miss Grace told him he was to go away and be taken care of he demanded to know how about Charley. And she had to tell him that no provision had been made for Charley.

"I can't go without Charley," said Tommy. "Ask the boss if Charley can't go, too."

When Tommy began to cry and Charley lay down on the floor and looked mournful Miss Grace went back to court and told Justice Boyle the story of Charley. The Justice, knowing little boys, adjourned court and telephoned to the officials of the mission to tell them what he wanted to do. Then he signed legal and regular commitment papers sending Charley, as an orphan, to the mission.

Tommy spent two hours last night getting Charley ready for the journey, giving the dog his first bath in two years, and combing his hair with a comb provided by Miss Grace, who heard Tommy telling Charley all about it.

"The boss says you can go too, Charley," said Tommy. "I'll bet there ain't a guy down there got a dog as good as you."

And Charley, squirming under the comb, wiggled his tail furiously and looked proud but uncomfortable.

When in the course of his regular work the reporter comes upon a picturesque bit of local color, as did a writer on the *New York Evening Post* in going through the Italian quarter of that city, he may use it to as good advantage as the *Post* reporter did in the following feature story:

Under the tinsel, gilt, and colored paper shrine erected before a café in Mulberry Street, just north of the Bend, there is a picture of St. Mary of the Virgin Mount, and the devout who pass by drop their mites into the plates. The clinking of pennies, nickels, and quarters rings fair and true through the medley of sounds which rise from the crowds about the push-carts, and it is music to the ear of Michel Siniscalchi, giver of this year's festa in honor of the saint.

A year ago they gave a festa in honor of Maria SS. di Monte Vergine, as the placards and lithographs displayed in the shop windows style her, and it proved a financial failure. It costs money to give a festa — that is to say, a festa of the style and extent which are necessary in doing adequate honor to this saint. In Italy, in the villages from which the people who live about the Bend come, it is customary to have a festa in honor of the saint every year. And it seemed hard when the people who got up last year's festa decided that they did not again wish to have to shoulder the burden of the festa's bad debts.

At this time, when everybody else had backed down, Michel Siniscalchi, who deals in colored glass bulbs and similar decorations, stepped to the fore. He said it seemed a shame that they could not honor the saint. Indeed he was so pained by the thought that he would be willing to bear the expenses of the festa himself. He would, of course, furnish all the decorations himself, and his name would appear as president of the comitato on the banners and placards.

This offer was accepted with glee by the men and more especially by the women, who would have taken to heart the loss of a chance to honor their saint. And Michel Siniscalchi set to work to organize his festa. It was, by the way, part of the agreement, that the offerings placed in the saint's shrine should go to help Siniscalchi.

Colored lights were strung in arches over the narrow street at frequent intervals, banners and yards of bunting draped the house windows, the confetti men and peddlers of fruit and sweetmeats came from blocks around, and on Saturday night the festa opened with much braying of music and no little religious devotion.

The most important decoration was the shrine of the saint's picture. In a niche of the shrine the picture was placed, and rows of candles were set before it and the tasseled cloth of gold on which it rests. Then there were the plates and certain lithographic reproductions of the picture.

Since Saturday night the festa has held full sway. There is a preliminary celebration in the morning, and then everybody stops until two o'clock in the afternoon. For a brief spell around dinner time, every one but the band rests, and after dinner the people turn out to listen to the music and to gossip. It is a great occasion for gossip, the festa.

At present everybody is talking about the amount of money Michel Siniscalchi may lose by his speculations. The old men sit before the banca across the street from the shrine and chuckle over his discomfiture, for, while yesterday and Saturday night the coins clinked in the dishes with merry rapidity, now they barely dribble, and, when a clink is heard, by its very novelty it strikes through all other noises.

"Caught," they chuckle. "Yes, our Michel is caught this time. A cute one, he is. Yes, a cute one, Signor. No, not a politician. But cute, so cute. Ay, and this time he has been caught. Has the signor heard? The signor has but to cross the street and examine the blessed saint's shrine. 'T is bare, Signor. Nought but pennies."

But there are others who are not so sure that Michel Siniscalchi is going to lose by his speculation. Among the younger generation of Italians his scheme is treated with considerable respect, and his Bowery friends wink when Michel's intelligence is aspersed.

"Lose?" queried Jack Gallagher, sitting with a group of friends in the café behind the shrine. "Lose, did you say? Aw, g'wan. Say, Michel was n't born yesterday. He's got his brains in his head. He's too rapid for dese wops. Michel's got his business eye, he has. He's thinking of advertisin'. See that sign up there? See Michel's name on it, good and big? See them lights? All from Michel's store. Aw, he's a wise guy. He knows his game."

While Gallagher talked, the infrequent pennies, with an occasional nickel, dropped into the plates, and presently the figure was carried toward Spring Street, with at least 150 women and children and a band in the procession.

The adventures of an escaped elephant in the streets of New York furnished a reporter on the *Sun* with an opportunity for a humorous human interest story, of which he took every advantage, as is seen in the following result:

An East Indian elephant weighing a couple of tons or so and bearing the Anglo-Saxon name of Nellie, moved into the tenement house at 336 East Thirty-fourth street early yesterday morning carrying her trunk with her. At or about the same hour most of the other tenants of the house moved out. Shortly afterward the tenants of the house at 338 followed suit, and it was only a few moments later that the tenants in 340 emulated the example of their neighbors in 336 and 338.

Andrew Diehl, the owner of the tenement, did not welcome Nellie with any enthusiasm. He said later that he did not cater to elephants, and anyhow all the flats in his house were occupied. He seemed a bit peevish about the whole affair, apparently having conceived the idea that if it got around the neighborhood that he made a practice of entertaining elephants unawares it might prejudice his house in the eyes of prospective tenants.

In short, he spoke quite sharply about the matter, did Mr. Andrew Diehl. But several thousand persons who saw Nellie moving in at 336 appeared to be having a really good time.

Before Nellie moved into 336, and thence through the backyard fence into 338, and thence through another backyard fence into 340, her place of residence was quite a number of blocks further uptown. But she is hard to suit with regard to her surroundings. In fact, before she consented to move into 336, 338 and 340 she insisted on making a number of extensive alterations.

Nellie's uptown residence was the Hippodrome. She was n't exactly an old resident there either, the janitor says, for she moved in there no longer ago than Friday morning, coming directly from the steamship Georgic on the recommendation of a travelling companion, one Alfredo Rossi, who told her that it was a good place to live and that he thought that between them they could do themselves some good there in the way of making a living. This sounded pretty good to Nellie, and as soon as they had hoisted her out of the Georgic's hold in an enormous sling and deposited her on the island of Manhattan, she started directly for the Hippodrome on Prof. Rossi's recommendation. Besides, Prof. Rossi had a good sharp goad and some disposition to use it.

In addition to Prof. Rossi, Nellie's companions of the voyage included three more elephants, Petie, Rosa and Pierrette. Prof. Rossi having some influence with them too, they also went along to board with Nellie at the Hippodrome. The new tenants behaved themselves so admirably at first that the neighbors had no complaints whatsoever to make.

Prof. Rossi came around very early yesterday morning to put the elephants through a little drill preparatory to going into the performance regularly to-morrow afternoon. All would have continued well had Nellie been accustomed to having pigs in the house. But such was not the case. At least the Hippodrome janitor says so. He blames it all on Marcelline's pig, though he declares that no other tenants of his apartment house ever have complained about the pig.

But Nellie was clearly of the opinion that a pig was out of place in the same house with herself. At all events when she heard that pig squeal and saw him come romping in his usual debonair manner over the stage, she gave one wild blast of her trumpet and determined to go elsewhere. In fact she went elsewhere, did Nellie, and that forthwith. But she went out, as a perfect lady should, by the customary stage entrance, taking most of it with her and subsequently accumulating large portions of the storm door as well.

Once in Forty-third street Nellie turned toward the east. She was closely pursued by Bill Milligan, a Hippodrome groom, who endeavored with the aid of a shovel to dissuade her from her intention to travel. Mr. Milligan was subsequently reproached severely by Prof. Rossi because he did not use a goad. But Mr. Milligan rejoined with some asperity that he was shaving at the time Nellie tiptoed past him and it was only by the merest chance that he happened to notice her. "And," added Mr. Milligan, "I don't use no goad to shave with, anyhow."

Putting this aside for the moment, the fact remains that Nellie proceeded eastward as far as Fifth avenue. Here she turned to the south. As she approached Forty-second street Traffic Policeman John Finnerty raised one commanding hand, thereby stopping all traffic that had been previously headed in Nellie's direction. But Policeman Finnerty complains that Nellie did not obey his order to stop. He says he can prove it, too, because there were a number of persons around and several of them in all probability noticed the elephant and can swear that she did not stop when he raised his hand. For a moment, he says, he thought of arresting her, but abandoned the idea, thinking perhaps it would be making too much of a trifling infraction of the traffic rules by a stranger in the city.

At all events Nellie turned to the eastward again when she reached Forty-second street and moved along as far as Second avenue without meeting a soul she knew. In fact she did n't

meet so very many persons face to face, though there were quite a number of people in the lobby of the Manhattan Hotel and the Grand Central Station, and a little group now and then shinning up a casual lamp post or roosting on the top of a subway pagoda. And there were n't more than 10,000 or 20,000 behind her either.

It looked so lonesome in Forty-second street that Nellie turned southward again when she got to Second avenue out of sheer yearning for human companionship. As a matter of fact there were several persons in Second avenue until a few seconds after Nellie turned the corner, but they all seemed to be in some haste and went away from there before Nellie could come up to them. In fact Second avenue was so solitary a place that when Nellie got to Thirty-fourth street she thought she would try that just for luck.

She would probably have continued right on to the ferry because nobody thereabouts appeared to have any objection, had it not been for the fact that a fire engine and hose cart galloped through First avenue to answer an alarm turned in from the box at First avenue and Thirty-second street. Nellie was not interested in fire engines. So she took to the sidewalk in front of 334, and at 336 she seemed to say to herself: "This is the place I've been looking for."

At all events she entered the doorway at that number. On the ground floor is Henry Gruner's barber shop. Henry was shaving a customer when Nellie passed his window and turned into the hall next door. The customer left the chair so promptly that he nearly got his throat cut and disappeared down the street with the towel still about his neck, in the direction of the East River. Nellie walked right through the narrow hall, taking with her a segment of the balustrade. The door that leads into the back yard was not built to accommodate elephants, as Mr. Diehl explained some time later, but Nellie managed to wiggle through it, though she knocked down about half the coping in the process.

High board fences separate 336 from 338, and 338 from 340. That is to say, they did. They don't now, because Nellie walked through them as if they had been paper. But before this she took a look in at the kitchen window on the ground floor of 336, where Mrs. Gruner, the barber's wife, and their children, Tessie, Henry and Louisa, were eating breakfast. The happy family looked up from their oatmeal and beheld an uncommon face at the window, the face of an elephant seeking companionship.

Mrs. Gruner and all the little Gruners experienced spots before

the eyes and a sudden loss of appetite. In fact, they beat it for the street. It was then that Nellie, again abandoned, moved into 338. There was nobody there either, except up above on the fire escape. So she moved through the fence into 340. Every one had gone away from there too. It was then that the elephant broke down and wept. At least, she lifted up her trunk and trumpeted to the high heavens.

Meantim· Prof. Rossi and his staff of assistants had been trailing the wandering Nellie. She was never out of their sight, but they never could quite catch up with her because there were so many people in the streets who had important engagements and were trying their best to fill them. But by the time Nellie had moved into 340 Rossi and his force had arrived. There were also the police reserves from three stations, several fire companies with hooks and ladders, a squad of mounted cops, the entire force from the Grand Central Station, and enough mere spectators to do credit to a Chicago-New York baseball game at the Polo Grounds.

Vainly did Prof. Rossi endeavor to coax Nellie out by the way in which she had made entrance. Nothing would budge her, and if, as might well have been the case, the courtyard had been entirely surrounded by houses, it might have been necessary to pull one of them down to get her out. Fortunately, however, there's a vacant lot behind 340, but it was needful to break down two high board fences from the Thirty-third street side in order to get at her.

In the meantime Rossi's assistants had thoughtfully led the other three elephants, Petie, Rosa and Pierrette, down from the Hippodrome and lined them up in Thirty-third street, and when Nellie looked through the broken fences and saw her merry companions, she let out trumpet peals of delight and all but fell on their necks. So they marched her out into Thirty-third street and back to the Hippodrome without further incident of note. And considering the pains she took to get into her Thirty-fourth street tenement she left it with extraordinarily little apparent regret.

When Prof. Rossi was asked last evening how he accounted for Nellie's performance, he replied in part:

"Name of a name! Name of a dog! Name of a pig! Sacred thousand thunders! Holy blue!"

SUGGESTIONS

1. Find the "human interest" in current events.
2. Notice the comedy and tragedy in life.
3. Don't forget that the story that touches the reader's heart is the story he remembers.
4. Make your pathetic story simple and restrained.
5. Don't confuse sentiment with sentimentality.
6. Avoid cheap humor and vulgar slang.
7. Don't ridicule another's religion, race, or nationality.
8. Your choice of words makes or mars your feature story.
9. Observe the picturesque phases of incidents; don't "make them up."
10. To put fiction into feature stories may be to take the first step in the "Fake's Progress."

PRACTICE WORK

- (1) Write a humorous animal story based on the material in the following news story:

Just because they thought an ostrich was a timid, harmless sort of creature, two men, one white and one black, were badly hurt at Mineola, Long Island, yesterday. Each of the men tried to catch and hold an ostrich at the Mineola Fair Grounds. The negro was kicked in the face, and landed about 20 feet from the bird; the white man was kicked in the chest and knocked down and had his clothes torn off him.

The ostrich that did all the damage is named Fleetwing. He and another ostrich, named Fleetfoot, arrived from Florida in two crates yesterday morning. They were brought to Mineola to race on the fair grounds this week at the fair of the Queens-Nassau County Agricultural Society. The birds have been trained to run races and pull light sulkies to which they are harnessed.

They are bad tempered, however, and are kept blindfolded frequently when they are not racing. A blindfolded ostrich is gentle as a lamb.

The blinding hood slipped off the eyes of Fleetwing at the fair grounds yesterday morning and in an instant the big bird was out of its crate, which was not covered. It started off on a run, and about two hundred persons ran after it. There was a merry chase around and around the racing track, and finally the ostrich was cornered.

A big negro looked at the ostrich and said:

"I reckon there ain't no chicken ever were raised that I could n't hold, boss. I'll hold his laig, an' then you grab his haid."

The negro wrapped his arms about one of Fleetwing's legs and in a second was lifted into the air and landed about 20 feet away, with an ugly wound in the side of his face. Then Keeper Ford approached the ostrich from the front, and got an uppercut on his diaphragm, cutting his chest and tearing his clothes. Finally the ostrich was roped and recrated.

"That ain't no chicken," said the negro as he watched these proceedings from a safe distance. "That there's a two-laiged mule."

- (2) Make a more entertaining "Zoo" story out of the facts in the following article:

The Chinese wildcat in the Central Park Zoo has received a new lease of life, according to the keepers there, and a graphophone may be used now to make life seem more worth while to him. If this plan is adopted one of the machines will collect sounds in Mott Street that are expected to help to cure the cat's recurrent fits of nostalgia, which is the dictionary name for homesickness.

There is a box nailed to the wall by the side of the quarters of the lady hippopotamus and her young son, and on a shelf of this lies all day long a slim and long-bodied little animal with green eyes and a sweeping tail. The yellow sign says that it is a "*Felis Chinensis*." He may take exercise at night, but all day he is motionless, still, apparently melancholy, noticing nothing.

He is in surroundings that offer little congeniality. The lady hippo and her young son are out of his class. The capybara not only is from South America, but is like a rat magnified some two hundred times. The lions across the aisle are from climes unknown to the Chinese wildcat. Practically everything in the Central Park Zoo has long ago learned how to eat peanuts, and has thus become more or less Americanized. The *Felis Chinensis* will not have peanuts.

Last week a couple of Chinamen, rare visitors at the Zoo, strayed into the lion house, stopping before the home of the wildcat. The minute he heard their talk he jumped from his shelf and began purring and rubbing himself against the side of his box. He played ball with a chicken bone on the floor, and had a good time. The uplift he got from this rode him along joyously for two days afterward.

And there is a plan on foot, say the keepers, to collect Mott Street sounds in a graphophone for the *Felis Chinensis*, if more laundrymen don't visit the Zoo. There is some apprehension, however, as to how the lions and the tiger will take the graphophone.

- (3) Write a pathetic story, using the particulars given in the following narrative:

Dog Catcher Larson visited the Home for the Friendless with his little blue wagon Thursday afternoon, and he left behind him one hundred little tots with saddened hearts and cheeks that burned with scalding tears.

The bewhiskered dog catcher is no respecter of persons or of dogs. The high and low are the same to him, and he recognizes no distinction between the poodle and the fice. And so Thursday afternoon he gathered in the little pet of the children of the Home of the Friendless.

True, it was the pet of these little unfortunates. True, that they had raised this little dog, and that now it was only seven months old — not old enough to know about Atlanta's dog law. Still, Jerry had no tag, and tagless Jerry therefore must take his place in the blue wagon and must await his turn to be ducked to death.

The children had no money and so could not pay the dollar for the tag. Now that the dog was arrested, still less did they have the \$2.25 necessary to save him from a watery grave.

One and all they went to bed with heavy hearts, and as they knelt down beside their beds they did not forget to put in a word for "Poor Jerry!"

Friday morning the pangs of sorrow were too great, and their grief burst forth in wails. Jerry had been a companion to them, a faithful friend and a source of solace and comfort. He had never deserted them — and then Jerry was theirs, had been fed by them, raised by them, taught by them.

They knew it was not their fault he had not been tagged, and also they knew that Jerry was not to blame. And so they appealed to the superintendent. They begged, pleaded, cried. Nothing would suffice but the restoration of their fice.

The superintendent appealed to the mayor, the mayor to the probation officer, and now the probation officer is trying to touch the heart of the dog catcher.

All of the children are writing letters to city officials. "The cook got mad with Jerry," writes little Ruth Wilson, "because he stole two of Mother Henry's chickens, but Jerry didn't mean any harm. Cook gave the dog to the dog catcher. We have got all the cats we want, but only one little dog — and that is Jerry. Please give him back to us, for we love him very much."

- (4) With the facts given in the news story below as a basis, write a pathetic feature story.

Moving pictures inspired ten boys to "lynch" Harry Werner, their 9-year-old playmate, in Glencoe yesterday. So serious are his injuries that he may be crippled for life.

It was a "wild west" picture, absurd to the practical mind in its unrealities, that gave the boys their idea.

They saw in the flickering pictures a score of "cowboys," their revolvers strapped on the wrong side, while they mounted their horses also from the wrong side, and rode with the grace and skill of wooden Indians.

The boys did not notice these details. They saw only the rakishness and swaggering daredevilry. They applauded vociferously the "stringing-up" of the actor-cowboy.

"Let's play wild west," one 10-year-old enthusiast proposed after the show. The vote was unanimous.

Wooden revolvers were fashioned. Fathers' discarded hats took the place of sombreros. Broom sticks served as prancing bronchos.

"Who'll we lynch?" one asked. Harry Werner was selected. His dark hair and eyes led to his unwilling selection by them for the rôle of "villain."

They tied a clothes-line under his arms and threw the rope over a branch of a tree. Whooping madly, in true moving-picture-wild-west fashion, they pulled him up until his feet were far from the ground.

The thin rope cut into his tender flesh. He struggled and implored his comrades to let him down. His pleas brought renewed whoops. Had not the "villain" in the moving-picture struggled and cried for mercy?

For half an hour they kept him there. Then they cut the rope and let his body fall to the ground. Their childish eyes did not see that he was unconscious. They seized the rope and dragged him for several minutes leaving him on the ground to find his way home alone.

Physicians who examined him declared that he may be disabled permanently.

CHAPTER X

SPECIAL FEATURE ARTICLES

Definition. In addition to writing news and human interest stories, reporters and correspondents are often called upon to prepare special feature articles for the editorial or magazine pages of daily editions and for Saturday or Sunday magazine sections of the papers on which they are engaged. Since in newspaper parlance all kinds of reading matter except editorials are called "stories," these articles are generally termed special feature stories. In such stories a writer undertakes to explain, interpret, describe, and develop in detail significant and entertaining phases of the day's news, as well as other timely and interesting topics.

In the news columns there is room for only concise announcements of such events as a scientific discovery, an important invention, the destruction of a landmark, the death of an old actor, a new design for coins or postage stamps, an auction of rare books or paintings, a new theory of the origin of life, the results of an investigation of industrial conditions, a report on decreasing soil fertility, or the adoption by a state of a plan for unemployment insurance. Any one of these and thousands of other news stories whet the reader's curiosity for more details. It remains for the magazine editors of newspapers to try to satisfy their readers' curiosity, and to supply interesting reading matter, by publishing feature articles based on these news stories or suggested by them. Special feature stories may also be given timeliness, not by particular pieces of news, but by such events as Christmas, college commencements, the exodus to summer resorts, the

opening of the hunting or fishing season, the beginning of a session of Congress. Timeliness, although not absolutely essential if the subject or the treatment has sufficient interest to attract readers, is regarded by editors as an important asset.

A special feature article, therefore, may be defined as a more or less detailed presentation of some interesting subject in popular form adapted to rapid reading. It deals with the day's news, a timely or seasonal subject, or any topic that appeals to a number of readers. Its purpose is (1) to inform, (2) to entertain, or (3) to give practical guidance, i.e. to show readers how to do something.

Finding Subjects and Material. Subjects and material for special feature stories may be obtained from five sources: (1) newspapers; (2) personal observation; (3) personal experience; (4) interviews; and (5) books, pamphlets, public documents, government publications, proceedings of technical and scientific societies, and other publications.

The day's news is a fertile source of subjects and material. Just as brief news stories often arouse the reader's curiosity to know more of the persons and things that they mention, so, too, they should stimulate the special feature writer to satisfy this curiosity by supplying details, causes, motives, results — the full significance of the bare facts of the news. From the real estate column a news story to the effect that an old building is to be torn down may suggest a feature story on this landmark and its history. A brief announcement of the death of a pioneer fireman may lead to a special feature story on the beginnings of the local fire department of which he was one of the first members. News stories also supply material. For a special feature article on fire prevention day, a writer could glean concrete examples of fires due to carelessness from news stories of

fires published within the preceding few months. The approaching inauguration of the president of the United States might lead a writer to turn back to newspaper files for accounts of inaugurations fifty, seventy-five, or a hundred years ago.

Personal observation suggests subjects and furnishes material. A sign, "Canaries and Parrots Boarded Here," may give a reporter a suggestion that he can follow up by visiting the birds' boarding house and getting material for an article on those who leave their pets at this house during their absence from the city. From reports that he hears, day by day, of the devious devices used by burglars and sneak thieves to gain entrance to homes, a police reporter may write an interesting article on how to protect homes against robbery, particularly when an outbreak of burglary and theft makes such an article timely. An assignment that takes a reporter to the state penitentiary may at the same time give him an opportunity to secure facts and impressions for a special feature story on methods of teaching prisoners in the prison school, on the correspondence courses pursued by the inmates, on forms of entertainment for prisoners, or on any other interesting phase of their life. A reporter whose regular run takes him to the mayor's office may get from the mayor's secretary some of the hundreds of letters containing complaints and requests for assistance that are sent to the mayor constantly, and may make them the basis of a good article. By spending an hour or so watching the building of a tunnel or some other piece of engineering skill, and by talking to the superintendent and the workmen, a reporter could work up an interesting story on the undertaking. To a writer who has the "special feature eye" everything that he sees suggests a subject.

What a newspaper worker does and experiences himself, as well as what he observes, should suggest articles to him.

If he goes to the public library in quest of information on some subject involved in his work, the methods of the reference department in answering his question may lead him to write an article on the questions that librarians are asked and how they are answered. Both men and women members of the news staff are sometimes sent out to get personal experiences for special articles by searching for a job, by obtaining employment for a day in some occupation, by hunting for rooms or a house to rent, or by similar devices that will supply them with first-hand impressions. A writer's life outside of his profession may frequently be productive of personal experience subjects and material.

Interviews are also valuable as sources for special feature information. A news assignment for an interview on one subject may also yield information on other topics that cannot be embodied in the news story but that will make a good special article. From an interview with an interesting person may be obtained impressions for a personality sketch of him. Whole articles may be made up of direct quotations obtained in an interview.

The popularization of scientific and technical matter obtained from books, bulletins, proceedings of learned societies, and government publications affords excellent opportunity to a writer whose college training or practical experience has familiarized him with special fields. A new theory in regard to the construction of airships presented before a learned society in a paper on "Some Principles of Aerodynamics," might make an excellent popular article if the reporter were able to present the new idea in a simple, concrete, and interesting manner. The effect of using up the phosphorus in soil under cultivation, as discussed in an agricultural experiment station report, may seem to be a subject of little interest to the average reader, but an explanation by specific examples of the results of this

exhaustion of phosphorus upon the cost of living and upon the welfare of the race, may be made a readable story. To explain clearly how the transmission of the germ of infantile paralysis by means of the ordinary house fly is being determined by laboratory experiments, requires knowledge of bacteriology. For a writer familiar with electricity and its application in wireless communication, the problem of explaining in an interesting manner a new device for transmitting pictures by radio is less difficult than for one who knows little about the subject. Many writers specialize in the particular field in which they are most interested, and present in popular form all the available new material in this field.

To those interested in social, political, and economic problems there is an abundance of good material for feature articles. A report of the interstate commerce commission on railroad accidents or on safety devices can be worked up into a good article at the time that the report is issued or after a disastrous wreck, when such information has peculiar timeliness. Proposed legislation for state life insurance, mothers' pensions, workingmen's compensation for accidents and illness, or old age pensions, gives opportunity for timely articles with concrete examples of the workings of these measures elsewhere and discussion of their probable effects under local conditions. A story of conditions in certain industries as presented in a typewritten report by a social worker at a legislative investigation, may be followed up by a feature story with a strong human interest element developed from further material secured from the investigator. The printed report of a committee of a state teachers' association on rural schools and the remedies proposed for their defects, has possibilities for an article on these problems.

Types of Special Articles. For convenience in discussing them, special feature stories may be divided into

five types: (1) the impersonal narrative-descriptive article; (2) the interview story; (3) the personal experience story, including the "confession" article; (4) the personality sketch; (5) the how-to-do-something article.

The narrative-descriptive article in the third person, like the news story, is impersonal and hence is the type most frequently found in newspapers. It may be enlivened by spirited narrative of concrete examples, by vivid description of persons and things, by dialogue, humor, and all the devices of fiction. The human interest appeal may be as strong as it is in informative news stories and in human interest stories.

The personal experience and the confession stories, as their names imply, are usually told in the first person. Both, however, are sometimes told in the third person, the writer giving his experiences in the guise of another, or simply as "the writer" or "the reporter." Personal experiences in looking for a job, in working at some occupation for a day, in house hunting, as has already been pointed out, make good special articles. The confession of a reporter in trying to sell his short story or play would make an interesting story. A woman reporter could write a readable article on "The Confessions of a Bachelor Girl." The experiences of others can sometimes be secured in sufficient detail and with sufficient vividness to be written up in the first person. To be successful, all personal experience and confession stories must be convincing.

The interview form lends itself admirably to many subjects, because much information is necessarily obtained by interviewing persons. One of the easiest ways to reproduce the information thus secured is to cast it in the form of an interview. Since the writer is not so limited as to space as he is in a news story of an interview, he may include in his interview article a personality sketch of the

person interviewed, so that the reader will not only hear what the person said but can see him as he talks and learn something of his personality. Direct quotation, indirect quotation, summarizing statements, and, if a personality sketch is included, description of the person and his surroundings, with a narrative of his career, may all be employed to advantage in the interview article.

The personality sketch aims to give the reader a definite picture and impression of some well-known person or of a little-known one who has achieved something worth attention. It is not a biographical sketch, although some account of the person's life and career may be included to give the reader a better understanding of him. Dates and bald facts have little attraction for readers of personality sketches; they want the man to be portrayed so vividly that they can see and know him. The interest of most readers in the human side of famous and infamous characters in current events is so great that they eagerly read articles of this type. Not infrequently it is an unusual, quaint, picturesque character who has not appeared in the current news at all that lends himself to such a sketch. Incidents, anecdotes, characteristic utterances, as well as good description and clear character analysis, if effectively presented, make the best reading and give the most definite impression of personality. Well-written personality sketches not only furnish information and entertainment, but serve to inspire readers.

Because most newspapers aim to help their readers in practical ways, how-to-do-something, or practical guidance, articles are frequently published. To become healthy, wealthy, and wise is the ambition of every one. Special feature stories that help readers to accomplish something are read with close attention. The how-to-do-something story may be in the form of an impersonal account, of an interview, of a personal experience or con-

fession, or even in that of a personality sketch. The conventional form is that of the recipe which gives directions, a less interesting method generally than those just enumerated, but one that can be used occasionally, often in combination with one of these others.

How to Begin. To be effective the beginning of a special feature story must catch and hold the reader's attention. Because of the large amount of news and other reading matter, and the short time that the average reader devotes to a newspaper, special articles will not attract him unless the beginning holds out great inducements. Well begun is more than half done in the case of special feature stories.

Among the various forms of beginnings that attract attention are these: (1) a summary lead like that of the news story with the feature played up in the opening group of words; (2) a striking statement; (3) an unusual form, such as a classified advertisement, a sign, a telegram, or a boxed statement; (4) a direct or indirect quotation; (5) a direct or indirect question, or a series of them; (6) direct address to the reader, such as "you," or "you, Mrs. Voter," or "you, fathers"; (7) an incident, a concrete example, or a specific instance, usually in narrative-descriptive form; (8) a description of a person, a place, or an object; (9) a combination of two or more of these forms.

The Body of the Article. Because special feature stories usually are not less than a column in length and often fill two columns or more, it is necessary to plan them carefully before beginning to write. An outline of the principal topics to be taken up, with the sub-topics and details under each, is of great assistance in writing an article. This means that the writer must think through his subject in detail from beginning to end before he starts to write. Each topic in an article may be considered as a separate unit. Among the forms that these

units may take are (1) concrete examples and specific instances; (2) incidents; (3) statistics; (4) quotations; (5) descriptions.

Although many special feature stories are expository in purpose, the explanation is frequently made by means of narration and description rather than by the usual methods of exposition. In this respect special articles are like narrative-descriptive news stories. All that has been said in regard to making news stories interesting by the methods of fiction is equally applicable to special feature articles. Human interest is as vital in special feature writing as it is in news writing.

Exposition by narrative-descriptive methods throughout the article is popular because of the story-like form thus given to the subject. If, for example, instead of merely describing and explaining a mechanical process, a writer portrays men actually performing the work involved in the process, he adds greatly to the interest. The effectiveness of an explanation of a new surgical operation can be increased to a marked degree by picturing the surgeon as he performs the operation upon a patient at a clinic. The method of procedure and the benefits of a workingman's compensation act, a mothers' pension law, or an old age pension plan, are best explained by telling the experiences of typical persons who have come under the operation of such measures. Every legitimate literary device for catching and holding the reader's attention may be employed to advantage.

The Style of Special Articles. Since feature articles are read under practically the same conditions as other parts of the newspaper, their style should be adapted to rapid reading by the average person. They should be comparatively simple and absolutely lucid in diction. Concrete expression, free from technical or learned terms, except when these are fully explained, is always desirable. A

careful choice of words, phrases, and figures of speech make for effectiveness of style. In sentences and paragraphs the important ideas should be placed in initial positions where they will catch the eye of the rapid reader.

"Easy to read and worth reading" sums up the character of every good special feature story.

Examples of Articles. To show its readers one of the forms of service that the local public library was rendering, the *Providence Journal* printed on the "Woman's Page" of its daily paper the following article. It begins with a striking statement and includes concrete examples of questions asked and direct quotation units obtained from interviews.

Women can answer as well as ask questions.

A small group of them in the Providence Public Library is engaged from morning till night in answering everything from what to name the baby, club or canoe, to erudite questions on social science. Not that they are possessed of all the knowledge that lies between these two extremes, they declare, but they know where it can be found, which is what the seeker of information is interested in. They are the sign posts to learning.

The gateway to this mine of information is the "information desk," near the front door of the library, presided over by Miss Bertha H. Lyman and several women assistants. If the question asked is of general nature, it is answered from this desk, or the searcher after knowledge is shown where he can find the answer to his query. But if it falls under a special head, he is usually referred to the industrial, art, music or drama department on the top floor of the library of which Miss Ethel Garvin is the head, or to the periodical room in charge of Miss Marian F. Bonner.

That thousands of people do ask questions from this source, which will broaden and deepen their background of knowledge, is proof to the library authorities that not everyone is concerned solely in the pursuit of the latest novel. In fact, it is almost impossible, William E. Foster, librarian, pointed out, to estimate the number of persons who spend at least a portion of their leisure hours in search of knowledge from reference books which cannot be taken out through the regular circulation channels.

"Our reference books occupy ten times more space than do our

books on circulation," said Mr. Foster, in endeavoring to show the other side of the picture of the popular reading public which clamors for the latest. "It takes three times as many persons to handle the reference patronage as it does the other circulation books. We have to purchase three times as many books for reference as for the circulation departments. We have approximately 80,000 books on our open shelves which are referred to for general information."

The business of finding answers to the questions which come in over the desk has the interest of a keen game for the women whose duty it is to answer them — the harder and more intricate the better — the only limitation being placed on questions allowed being the length of time it takes. The staff cannot spend a whole day answering one question for one person, although they are willing to make the proportion as equitable as possible.

To the layman it might seem perfectly simple for one of the women "information finders" to place immediately at his disposal exact data on how Rhode Island is governed — one of the questions which came in over the desk recently. It is typical of some of the vague questions which conceal the exact information for which the questioner is in search. After books on civics which could not apply directly because Rhode Island's Government differs in so many respects from that of other States, newspaper articles and State histories were brought out, but it appeared from further remarks that what the reader really wanted to know was the election laws for Rhode Island, contained in a State pamphlet not then off the press. Nearly an hour had been wasted, for the questioner, for the information finder and for the other readers waiting for aid. And so Miss Lyman has been led to incorporate in her advice to readers a hint to make the question as definite and specific as possible.

"The department does not furnish outlines, synopses, etc., to be used for required school and college work," Miss Lyman pointed out. "It does not make translations for readers, nor does it help students to obtain such translation for use in connection with school and college work. The department does not answer puzzles and bets, nor form judgments and opinions for readers, but furnishes them with printed information on which to base their own opinions.

"The reader may ask what books to read aloud to an invalid, how to make family or personal budget, what name to give the baby, club or canoe. A city official may come for information re-

garding what has been tried in other places regarding certain work in which he is particularly interested. Help has been asked in tracing lost relatives, for proof of age to settle legal claims, in finding stories to tell in an after-dinner speech."

Questions referred to Miss Garvin are of a more special nature having to do with art, music and drama. Here are some: How to rig a toy ship like a boat of the early 19th century; how to design a hat like those worn during the war of 1812; what was the costume worn in the time of Queen Anne; how does a sweet pea look from all points of view; what is the exact appearance of the muscles of a horse from all points of view?

Thus it can be seen that these women librarians indeed have to answer everything from "A to Izzard," but that the more they are asked, the more they want to answer. They like it, they declare.

A lively narrative-descriptive special feature story published in the *Kansas City Star* explains the methods pursued in an army riding school, by portraying the work on a particular day. It begins with a description of officers and horses in action, tells what happens in the course of the training, and is enlivened by dialogue and direct quotation units. Specific diction and particularly the concrete verbs heighten the vividness of the narration and the description.

An instructor stood in the centre of the "sand ring" at Ft. Riley directing the movements of a score of horses like a circus ringmaster. The horses dashed around him in response to commands snapped at them in true military fashion. The riding crop he carried and occasionally whizzed through the air, meant nothing to these horses.

The horses had no bridles and no stirrups dangled from the saddles. Officers in work uniforms clung stubbornly with their legs as the horses stopped short, turned, galloped or trotted. They found themselves at the mercy of their leg muscles and their sense of balance. Now and then one of the riders would lose poise and fall off, scramble to his feet and mount again.

Watching the scene, arms resting on the fence that inclosed the sand ring, were Major General J. L. Hines and Brigadier General Malin Craig, commandant at the post. Now and then he would

point his riding crop at a horse that responded readily to commands, or indicate in a similar manner a rider who held his position at a quick turn. There was admiration from the side lines for both rider and horse.

"What is this performance?" inquired General Hines.

"It is elementary instruction in horsemanship," General Craig explained. "Officer students in the mounted service schools are put through this preliminary work no matter how much they may think they know about riding. In the sand ring the student learns to sit properly in the saddle."

Out in the sand ring an officer scrambled from under the feet of a score of horses. General Craig pointed with his riding crop.

"He forgot," he commented, indicating the unhorsed officer, "that he wasn't riding a dummy. If he had been watching his mount he wouldn't have fallen off — there goes another."

In the fall when the new classes begin their training, each officer is assigned three horses, a highly trained jumper, a saber and pistol horse, and a remount which the student is required to train to a mature troop horse during the year.

The horses in the sand ring were remounts, green and unbroken, gathered from a dozen States. The process of training them begins with the saddle, bridle and halter. A remount's arrival at the cavalry post means a search for a name. When one is found that fits the nature of the rookie horse, it is bestowed with solemnity by the officer in command of the stables. Thereafter, on the field, in the pasture and on the records of the Army the name stays with the horse.

General Craig motioned to the instructor.

"Gate!" commanded the ringmaster.

An orderly opened the gate. Grooms caught and haltered the horses and led them away.

General Craig beckoned to Major John A. Barry, director of the school, and directed him to put on a saber and pistol exhibition and some jumping. He then led the way to the Field of Mars. In the old days it bore the commonplace name of "The Republican Flats." The field now is especially prepared for saber and pistol work and jumping.

As he rode, General Craig explained to General Hines, commander of the 8th corps area, and another guest, the importance of the cavalry school. General Hines being an infantryman was almost as fascinated with the wonders of horsemanship as the civilian who rode with them.

"France," General Craig began, "has a wonderful cavalry school. It is at Samur. A tourist in Europe who does not see the riding there has missed one of the wonderful things of France. We have the same kind of training here, and do as many daring feats of horsemanship, and yet we are little known outside of the cavalry service. Our horses and our men have participated in the Olympic games for the past decade and have won prizes. They were trained here. We still have some of the prize winning horses among our jumpers here."

Two officers, General Craig announced, will go to Samur in July to spend a year at the cavalry school. They are Major William West, Jr., and Major Chamberlain.

The Field of Mars was in sight. It was not the field it used to be in the days of Funston, the quarantine camp and long grass. A good part of the "flats" has been platted for different kinds of training. In one part instruction is given in the use of the saber and pistol. Another section is equipped with elaborate dirt, stone and wood hurdles and ditches, where the complacent jumping horses teach the rookie officers to sit tight while the jumper clears his feet over the high marks.

A class in saber and pistol charged a line of dummies as General Hines and General Craig arrived on the field. Sabers struck and slashed as trained horses carried their riders through the lines. Returning to mop up, the officers had drawn revolvers. In the entire manoeuvre there was not a visible movement of the reins in guiding the horses; they were guided solely by light pressures from the riders' legs.

The saber horses are the old timers at the post. Some of them have been there ten and fifteen years, so long, in fact, that they invariably introduce themselves with an attempt to throw the new riders, General Craig explained. Cavalrymen refer to the tumble as a "policing."

A hundred yards from the saber course a group of officers was gathering in an improvised outdoor riding hall. Some day, General Craig revealed, it is his hope to make this innovation the mecca for lovers of good horsemanship.

Splendid looking horses pranced in the arena. Riders guided them away from the hurdles until the two generals should arrive to witness the performance. At a word from the senior officers the ten horsemen fell into line and gave a salute.

Major Barry, announcing the feats to be performed, asked the observers to notice the manner in which the riders held to their

saddles and held their elbows from moving while the horses were jumping. A whistle sent the horses into line for the first hurdle.

Nigra, ridden by Major Barry, led the field. His jumps were high and broad and he cleared every barrier with ease.

"A wonderful horse," General Craig confided to General Hines. "Nigra probably is the greatest jumping horse in America. We want to enter him in Madison Square Garden this fall, if we can get the money."

As the line of horses jumped the barriers one suddenly became entangled in the bars. It was Lieutenant R. E. Ireland, on Redell. Redell had miscalculated the distance and height of the hurdle, and had "refused" the jump.

"Look," cried General Craig, "Lieutenant Ireland is holding splendid position in his saddle despite the tangle his horse is in."

General Hines applauded the good horsemanship.

"How can he hold it?" asked General Hines.

"It's the result of good sand ring training," remarked the junior general.

A black horse dashed down the field, the rider, Lieutenant Colonel I. S. Martin, guiding his mount to a four-foot barrier. The moment for the jump found Franklin, the horse, high in the air with almost a foot to spare between his belly and the barrier.

Cross-country riding, however, is where the students get the thrills in jumping. Daily rides are taken, the instructor leading wherever his fancy dictates. Up hill and down at a gallop; over side-hill fences and across ditches. These spectacular rides have as their climax the negotiation of the "big slide" in Havey's canyon where the horses slide seventy feet on their hind legs down the steep side of a hill.

It is dangerous training. The horse's nose must be kept pointing straight to the front. A slight turn to the right or left and horse and rider surely would land in a heap at the bottom. Tumbles on the slide are not infrequent. The horses, through poor guidance, lose their footing and somersault to the bottom, there to wait in a bewildered way for the rider to rescue them.

The course of training at the mounted service school is not all riding and jumping. There is enough manual labor to impress the officers with the seriousness of horsemanship. Every one of the 170 officers who graduated from the school this year could qualify as a horse shoer in any country blacksmith shop.

In the blacksmith shop they are taught to make the shoes and the nails. Then they are instructed how a horse's hoof should be

trimmed and the shoe fitted. Finally, the students are permitted to shoe their own horses, and when they can do that as well as the best village blacksmith, it is presumed they are able to judge when a horse is properly shod.

During graduation week at Fort Riley some notable contests were held. The Russian ride, a 21-mile event, resulted in some classic jumping. Lieutenant Colonel A. B. Coxe took some of the hurdles in Olympic form. Captain Byrne, on Chester, won the Dewey cup in a three-day contest. Other prizes in the event went to Captain I. G. Walker, Captain Branson and Lieutenant Fletcher. General Hines presented the ribbons.

The life and work of little known groups of persons in the city or in the country, as the reporter or the correspondent observes them, may supply material for interesting articles. Miners, lumbermen, factory workers, a religious colony, or a group of aliens, for example, lend themselves to such articles. The following article of this type was written by Harold A. Littledale, who won the Pulitzer prize for the best piece of newspaper writing in a given year. It was published in the *New York Evening Post*.

Down at Pier 5, East River, the "canallers," as the canalboat people call themselves, are hoping to make one more round trip before the winter sets in.

From early spring until the winter's first frost the "canallers" go back and forth on the inland waterways of the State, running to Quebec by the northern route and to Buffalo by the western, taking up coal and general merchandise and bringing back lumber and grain.

At the end of the season most of the "canallers" like to find themselves in New York. The new ones to the calling try different places each winter, but the old-timers prefer to tie up near the Battery, where they can watch the ocean liners and the white West Indiamen dip out to sea.

This has been only a fair year for the "canallers" so far as profits go. The railroad strike alone would have made a mint of money for them; but the coal strike spoiled it all. There was plenty of lumber to bring down from Quebec and plenty of grain to fetch from Buffalo, and good rates for the business, but the

coal strike threatened them with empty holds on the return trip, and an empty hold one way wipes out the profit made on the loaded trip.

Behind the towline of a tug the canal boats in fleets of sixteen pull out of Pier 5 and, lashed two and two, go up river to Albany, Troy, and Waterford. There those that are going to Quebec take the barge canal north to Whitehall and go through Lake Champlain, while those that are going to Buffalo take the western canal through Utica and Lake Oneida, running parallel with the southern shore of Lake Ontario to their destination. They take two weeks for a trip that on a fast train you can do in a day.

It is not the easiest thing in the world to steer a canal boat even at the end of a towline. In the locks you have to be expert at "stubbing" the lines and out on such waters as Lake Champlain, when a storm snaps the hawsers and the canal boat is left to the mercy of wind and wave, you have to keep a stout heart and a steady hand on the tiller lest you end your canalling days right then and there.

For the most part the "canallers" are of Irish extraction. Eighty-five per cent of them, it is estimated, are of that stock, while another 10 per cent are French Canadians, and the other 5 per cent are of various nationalities. In the past the calling has been handed down from father to son, but of late years the sons have been breaking away from it, and the old-timers are shaking their heads over the future.

Many spend almost all their lives on canal boats, buying them and living on them all year round, marrying and giving in marriage on them, and dying on them frequently. The children are to some extent the victims of it, at least so far as their education is concerned, for, when the season is "on," they go back and forth on the boats, and it is only in the winter that they can go to school. One winter school may keep in Pearl Street, New York, and the next in Quebec.

Stroll along Pier 5 and you will find that not only are many canal boats named after women, but that many women are on them, too. Probably you will run into Mrs. James Simons on the canal boat E. E. Robert, for she has been there a year now, and her newly washed clothes hang out on the line each Monday, just as they might in the back yard of any city dwelling.

"Oh, say, 'tis a gr-rand life," Mrs. Simons tells you, when you ask her about "canalling." And certainly she ought to know, for she has spent thirty years of her life on the water in this way.

"It came a bit strange to me at first," she confesses, "for I was forty before I tried it and I'll be seventy this November, God willin'. But, say, 'tis a gr-rand life. I be better off than I be ashore. Sometimes for a day or two I do a bit of visitin' with my two sons, one a ferry captain and the other a tug captain, and with my nieces, who are school teachers over in Hoboken, and you know how nice them live, but I'm always content to get back to my little cabin.

"'Tis a healthy life, too," she avows. "I be healthier now than when I was young. And one be one's own boss with no landlord to come around. I've just been after tellin' my son that a job's only a job, but a canaller is his own boss. And there's money in boats. You'll never starve while you have a boat. We've done well, not well enough to live on the int'rest, what with rents as high as they be now. We'd not want to be going ashore and paying twenty-five or thirty dollars rent. Here all we pay when we aren't working is thirty cents a day. Every Saturday I have \$2.10 ready and the wharfinger comes and gets it."

The "wharfinger" is what the canallers call the harbor master, and they coin the word from "wharfager," both of them going in the best literary circles of South Street.

A peep into Mrs. Simons's cabin shows a snug home with all the requirements, if not all the luxuries, of life.

"I've seen cabins with pianners in them," she explains, to impress you that it *is* a gr-rand life. "They be a little larger than this. But Victrolers — say, they all has them."

The "canallers," it appears, seldom vote. To them politics is just another word for graft. And they're not in anybody's ward long enough to have the campaign issues explained to them. They just go back and forth through the passing years until they moor to the last pier of all.

The proposed destruction of an historic landmark recorded in a news story and subsequently made prominent by protests against the action, furnished a reporter on the *New York Evening Post* with an occasion for the following article, in which he blends suggestive description, emotional coloring, and historical background into an harmonious whole:

Mellow notes from an old organ filled the nave of St. John's Chapel, on Varick Street, to-day. It was Stainer's "Nunc Dimittis in A" that the organist was playing. Somehow it seemed peculiarly appropriate, for, as every one knows, they are going to discontinue the work of this chapel, which has stood for more than a hundred years. This means that, unless present plans are abandoned, the stately church will be sold within a very short time, and then razed to make place for factory or office building.

There is little doubt that this will occur, although Trinity Corporation has received numerous protests from those to whom the place of worship has meant much, who still regard it as one of the few links connecting them with things that are gone. The corporation cannot see its way clear to provide for a chapel officially regarded as unnecessary. And yet old St. John's, with its towering brown spire, its richly colored stones, its heavy columns, and chipped, time-stained façade — a replica of old St. Martin's in the Fields, of London — stands benignly, bearing its past with a genuine dignity.

The peal of the organ ebbed and flowed over the pews with their faded crimson cushions. In one of them sat the priest in charge, listening, very young; until he talked of the church he loved, he seemed strangely apart from the all-pervading atmosphere of things that were old.

Near by was an earnest woman in the garb of the Episcopal sisterhood, and the under-sexton had paused in his work about the pews. When St. John's organist is at the keys, the roar of the street is repulsed. The rumble of freight cars, the shouts of the handlers of merchandise, the beat of horses' hoofs enter but gently, mere suggestions of outer confusion.

Inside, to-day, all was harmony and peace. Sunshine flowing through plain glass windows lay athwart the floor of choir and chancel; when the music ceased there came a twittering of birds on the window ledges. Yes, agreed the priest, it was a beautiful old organ. In a few years, he said, it would be a hundred years old. Then he told a story concerning it. He could not vouch for it himself, although he had heard it vouched for by reliable persons.

At the time of the war of 1812, when the church was comparatively new, it had sufficient money in hand for a pipe organ, which was ordered of a company in Philadelphia, and when completed was shipped to New York by water. On the way the

vessel which bore it was captured by a British frigate, and the organ was taken to London. Here it remained two years, and was then yielded up after the payment of two thousand dollars. Time has imparted to it a rare tonal richness. It is just the organ for this edifice, so suggestive of things that once were.

Men who know say that you will find such chapel interiors only in the old Sir Christopher Wren churches in London. The cruciform architecture of more modern houses of worship is not here in St. John's. Lines are sweeping, stately. Heavy fluted columns support the gallery. The windows are of the older sort, unstained, and the walls and ceilings are an even gray, undecorated.

Notes of color are confined to organ pipes and choir stalls, which are red and blue and white, with gilding. But these are not as bright as they once were; neither are the blue-starred arches above chancel and choir.

Years ago, when St. John's Park was not covered by a freight station, and when many of the "first families" lived hereabouts, the congregations bore comparison with those of any church in the city. But tide of travel made uptown before encroaching commerce, which eventually flowed over the district, converting it utterly.

Congregations which gather here each Sunday are not so fashionable as in years gone. But they are none the less faithful and earnest and devout. You will find 'longshoremen and their families here now — dwellers of the Laight and Vestry and Hudson Street tenements; you will find their children in the Sunday-school. To-day there are nearly, if not quite, 500 communicants in this parish — no indication, it might be thought, that the church has outlived its usefulness.

This year, according to a parishioner who should know, this congregation of the lowly contributed \$300 to the diocesan mission fund, and that, he asserted, was a better showing comparatively than St. Thomas's twelve or fifteen thousand dollar contribution. Certainly, as he said, the St. John's parishioners gave all they could afford, probably more; and since the teachings of the church hold that it is the spirit in giving rather than what is given that counts, St. John's has no need to be ashamed.

It has been suggested by the Rev. Dr. Manning, rector of Trinity, that St. Luke's Chapel can adequately attend to the needs of the parishioners of the older chapel. But, as a matter of fact, St. Luke's is a mile above, and is more a Sunday-school

room than a church edifice at best. Those who attend service on Varick Street say that congregations average from two hundred and fifty to three hundred each Sunday morning. The breaking up of a company of worshippers of this size presents a problem in parish economics and ethics that the Trinity Corporation has probably seriously considered in contemplating abandonment of the chapel.

Many houses in the vicinity of the chapel, formerly the abodes of wealthy parishioners, now shelter four and five families. Huge warehouses adjoin each side of the parish property, but there is no impression of crowding. The churchyard is wide. On one side is a playground for children. There are many shade trees here, and bushes which in summer bear flowers, making of the place a beauty spot amid a grimy environment. Directly across the street is the great New York Central freight station, where dummy trains receive and deposit freight. The station site was formerly a private playground, as Gramercy Park is to-day, but those who lived in the houses which surrounded it had begun to move away before the depot was erected in 1868.

St. John's Park was laid out in order to attract persons to the chapel, which, when built, in 1807, had been spoken of as "too far uptown," small congregations for the first year or so justifying this contention. As a means of attracting dwellers to the vicinity, the park was planned, and took the name of the chapel. This design succeeded beyond all expectations. Alexander Hamilton and Gen. Schuyler were among the early migrants north of Great Jones Street, and the section soon received the stamp of fashionable approval.

Many of these old dwellings still stand. You may see them on Hudson Street, on Laight Street, on Vestry Street, with their dormer windows, their fanlight doorways, and high porches, flanked by tall iron posts. In those days, St. John's vied with Trinity itself, and with St. Paul's.

In 1839, when Trinity Church, deemed unsafe, was pulled down and work on the present structure was begun, many communicants of that church came to St. John's, following their great organist, Dr. Hodges, who played here during the seven years occupied in the building of the new Trinity. Organists who followed were devoted to the task of maintaining St. John's excellent repute in music.

In 1876, long after the environment of this chapel had been given over to commercialism, George F. Le Jeune came to the

chapel as organist, and under his ministrations the chapel was famous as a place where the most excellent sacred music in the city was to be heard. Le Jeune it was who introduced the cathedral form of service in this city. In 1877 he instituted a series of musical services which continued at St. John's for ten years, and served to familiarize the public with a large number of cantatas and oratorios not generally known. Old residents often speak of the music they used to hear at St. John's, and there is not a Sunday morning that does not find some one of them here, reviving old memories. This is not difficult, because the music at St. John's is still altogether excellent.

South of the church stands the vine-clad parish house. Here, each Saturday morning, year in and year out, rain or shine, sixty-seven loaves of bread are distributed to the poor women and children of the district, in accordance with provisions of the will of Gen. Leake, a wealthy communicant of the parish, who died in 1792, leaving \$5,000 to be put out at interest, the income to be laid out in sixpenny wheaten loaves, to be distributed among the poor. This charity, known as the "Leake Dole of Bread," has been faithfully observed for more than a century.

Back of the chapel there was a little street called St. John's Lane, a beautiful tree-shaded bypath in the old days. In the course of years the city advanced, blotting it out of usefulness. Few know it still exists. It is a quiet, deserted, odd little nook of a place, a harbor where shelter may be found from the roar of the city.

How an athlete who has just won national and international prominence may be written up with emphasis on the secret of his success, is illustrated by the following personality sketch prepared by Robert Edgren, an expert on sports, and sent to newspapers throughout the country by the Bell Syndicate, New York. The keynote of determination sounded in the first sentence is stressed throughout the story.

Determination is the biggest factor in success in sport competition.

No man lacking determination ever became a world's champion.

One of the best instances of determination leading to success is the case of Walter Hoover of Duluth, American sculling champion

and third American in a hundred years to win the Diamond Sculls at Henley, the most ancient rowing trophy in the world.

No American competed for the Diamond Sculls until 1872, when E. Smith of New York reached the final heat, but lost the race. In 1897 Edward H. Ten Eyck, only a 17-year-old boy, went to England with his father, Jim Ten Eyck, of Worcester, Mass., and for many years rowing coach at Syracuse University. Ned astonished the English by rowing away from their champions with ease. Next year he was barred from defending the trophy on the ground that he wasn't a "gentleman amateur," as his father and grandfather were professional oarsmen.

In 1899 and 1900 B. H. Howell of New York, studying at Cambridge, won the event and the trophy. In the 22 years since then no American has brought home the Diamond Sculls.

Only invincible determination enabled Walter Hoover to add rowing to the list of American victories this year and cause a certain well-known member of the royal family to remark that about the only trophy foreigners hadn't taken away was the crown.

Hoover picked up his rowing on Lake Superior and in Duluth's land-locked harbor. He got his first instruction from Ned Ten Eyck, who took an interest in the boy because of his earnest desire to learn, although at that time there was nothing about Hoover to suggest a coming champion. Ned Ten Eyck — the same Ned who won the Diamond Sculls in 1897 — was Hoover's idol.

An idea grew in Walter's mind that it would be a wonderful thing to win the Diamond Sculls and bring the trophy to America again. The idea crystallized into a determination that became stronger year by year. Hoover didn't tell anyone about it for a long time.

When he had learned a little more about rowing he entered a few small local regattas for experience. But he gave most of his time to a carefully studied system by which he gradually developed a rowing style of his own.

Finally, Hoover told young Jim Ten Eyck, Ned's brother, of his ambition, and Jim, who was stroke of his Freshman crew at Syracuse and a crack single sculler, gave him a few useful pointers.

The idea of winning the Diamond Sculls, which had been almost an obsession with Hoover since the day he first watched Ned Ten Eyck's crews race under the bridge at Duluth and out to the big lake, drove every other ambition from his mind.

Through the winters Walter stayed at the water's edge, and

whenever possible he had his shell overboard for a row. He slept on a cot in the Duluth Boat Club's boathouse — in a room overhanging the lake, where the water splashed up through the cracks in the floor and snow was driven in by the icy winds from the lake.

On days when it was impossible to get a boat out he worked on the rowing machines to develop strength and endurance, and spent hours overhauling his single-seater and polishing the sweeps. Quite incidentally, and because it was necessary to have some capital, he worked at his profession as a civil engineer, or toiled at manual labor in the shops of a marine hardware manufacturing concern near by to strengthen his muscles.

Before the ice left the lake in the spring he was already out, usually alone and paddling between the ice floes. In the summer time he kept hard at work day after day, oblivious of the presence of the many crews of the Duluth Boat Club and the discouraging remarks of friends who told him to "quit his foolishness."

On one side of the cracked mirror in his room he had a photograph of Ned Ten Eyck when Ned was 17 — the year Ned won the Diamond Sculls. On the other side was pinned a clipping taken from a newspaper — a half-tone cut of the queer old trophy itself — two silver oars in a mounting that was once a cravat ornament — a jewelled laurel wreath with small diamond pendants. Every morning Walter looked at Ned's picture and repeated to himself the formula that "What Man Has Done Man Can Do!" and then at the yellow, frayed clipping showing the Diamond Sculls.

Eight years passed! But in that eight years Hoover developed what had been a rather scrawny physique into a trim torso, wide shoulders, powerful driving legs, and a pair of forearms a calker would be proud of. Meanwhile he had cut loose from all instruction and developed his own system in training.

He was working out his own idea of a boat, too. Finally he discarded his own shell and spent all his savings on a new one built on his own design, with radical changes. Miles — thousands of miles — of leisurely practice had given him a long, snappy stroke that he could keep up by the hour. He lowered the sliding seat in his shell. His friends still thought he was something of a "bug" — but they didn't laugh at him any more. There was no denying that in spite of his unorthodox style he was showing speed. He tried a couple of races in which Jack Kelly beat him, and went back to training.

In 1921 Walter Hoover decided that he was about ready. He

entered national rowing events and swept the Philadelphia regatta, earning the right to compete in the national championship races held at Buffalo, where he startled the rowing world by coming in, practically unknown, and defeating the best scullers of all North America.

His victories over Paul Costello of Philadelphia and Hilton Selyea of Canada at Philadelphia entitled him to the gold challenge cup and the honor of representing the United States abroad.

At last his ambition was becoming something more than a dream! When he went to England he had the old picture of Ned Ten Eyck and the frayed, yellow old clipping of the Diamond Sculls in his trunk.

The Henley is one of the most exclusive of all English sport contests. New conditions have been made, at times in the past, apparently for the purpose of keeping Americans out. Contestants have been barred because of some imagined blot on their amateurism, or because their family connections didn't entitle them, in England, to be considered "Gentleman amateurs." Hoover's past was rigidly scrutinized to see if there was anything queer about his occupation, sportsmanship or ancestry, and he passed the test. The only thing they could find to criticise about him was that his stroke wasn't quite orthodox and he sat too low in his shell.

"He rows too close to the water," was the general comment.

But getting close to the job is an American characteristic, from the poker player who holds four aces close to his chest to the football line buckler whose nose almost plows the ground as he goes into action.

The criticism of his style didn't worry Hoover. He was there determined to take home the Diamond Sculls and he felt that luck was with him. Winning at Philadelphia he had rushed to New York and caught the last boat that would get him to England in time to qualify, with only 10 minutes to spare.

What happened, of course, is now history. Briefly, the Henley Regatta was run in cold, raw weather, with heavy showers of rain and a head wind that was almost a gale.

In the preliminaries and final Hoover rowed the same kind of a race. When he defeated Bayers in the semi-final, and Beresford in the final, Hoover rowed grimly by himself, just as he did through those years on Lake Superior. He paid no attention to his rival — to pace or anything else. Intent, determined, he started with a stroke of 30 and kept it up until he had a clear

lead, then dropped to 26 and pulled steadily away from his rival until he crossed the finish line half a minute ahead, and nearly out of sight in the heavy rain.

He spurted a little at each finish, because he felt strong and he wasn't tired. And the English, very sportingly, declared that the American has no equal among the scullers of the world at present, and that, although his rowing style was a bit different, it was undoubtedly the finest seen on the Thames in many years.

Hoover says he hopes to go to England next year to defend the trophy — and he's likely to win it again unless some other fellow with even more stubborn determination shows up. Which isn't likely. He didn't row in the American championships after coming home. He had done enough for one year.

That a man known only locally may be made the subject of a personality sketch that will be read with interest is shown by the following article which appeared in the *New Bedford Mercury*. Beginning with a summary lead, it portrays the captain in his daily round of work, gives a minimum number of biographical facts, and includes one paragraph of direct quotation.

When a skipper twirls the spokes of a wheel for more than two-thirds of a century, bosses the cargo with the skill of a master longshoreman, and welcomes and speeds passengers at every port like a genial host, it would seem as if retirement at the ripe age of 93 years had been well earned; yet Captain Eli B. Rockwell, master of the side-wheel steamer Vermont up on Lake Champlain, still insists on keeping on the job.

To be sure, he plows familiar seas and takes a five months' vacation each year, while the lake is locked up by ice; but he has been putting in 12 and sometimes 14 hours each day during the open season for steamboating on the lake ever since the early 50s.

The steamer Vermont is owned by the Champlain Transportation Company, which claims to be the oldest steamboat company in the world, having taken out papers a year or two after Fulton's Clermont steamed down the Hudson. The company is naturally rather proud of its record and its commodore, and is rather loath to give up either. As Captain Eli is as spry today as he was 10 or 20 years ago the company isn't worrying.

Captain Rockwell is a Vermonter, and the sun coming up over

the Green Mountains is his daily inspiration, for he is on deck every morning at 5 o'clock, while the decks are being washed down and the steamer made shipshape for the run down the lake.

By 6 o'clock the engineer reports that steam is up, and a few minutes later Captain Eli climbs up to the pilot house and toots for the lines to be cast off.

The Vermont makes daily runs between Plattsburg and Montcalm, at the head of the lake, opposite Ticonderoga, calling each way at Burlington and several other ports on both sides of the lake.

At every landing the skipper leaves the pilot house and comes down to the lower deck, where he shakes hands with a host of old or new friends as they go over the gangplank, welcomes the new passengers, and keeps a watchful eye on the crew as they hustle the freight. Usually there are three or four automobiles on the dock waiting to be ferried over to the other side, and these are eased aboard by hand, Capt. Eli pushing with the rest.

As the gangplank is hauled on board he again mounts to the pilot house, yells vigorously to some old crony ashore, gives the starting bell a tug and the old Vermont is off again, her paddle wheels churning the brown waters of the lake, but leaving scarcely any wake, such as one sees seething far astern of a salt water craft.

Capt. Rockwell took out his first papers as a Lake Champlain pilot in 1854, although he had been quartermaster of various little lake steamers for several years. He has always been in the employ of the Champlain Transportation Company and has made very few trips to the coast.

"I guess I would be as sick as the rest of them," he says genially, "for while the old lake in a breeze of wind from the south'ard can tumble about a bit, the seas are short and there isn't that long, sweeping roll or plunge which knocks passengers on even the largest ocean liner."

Still, Captain Rockwell has some mighty good yarns of shipwreck, fire and thrilling accidents, all of which he reels off with a wealth of interesting details which is most compelling.

For a man 93 years old, Captain Rockwell's eyesight is remarkable. He never uses glasses on ship, and he can usually pick up an approaching boat in the fog or the darkest night with the keenest of his sharp-eyed foremast hands.

His principal diversion, especially when he sits at home before his wood fire during the long winter days and evenings, is reading Dickens, Thackeray and Cooper. He knows David Copperfield,

The Virginians and Water-witch almost by heart, and has very little use for modern fiction.

Captain Rockwell claims to be able to trace his ancestors to some old Saxon living in England in 860, through a long line of soldiers and sailors.

Looking the other way, he sees four living daughters, with a host of grandchildren and great-grandchildren, of whom he is very proud, but not half so proud as they are of him.

Simplicity and naturalness may be given to a how-to-do-something, or practical guidance, article by putting it in the form of an interview with the person from whom the information is obtained. This has been done in the following article from the *New York Sun*:

"For the last three years I have devoted my summer to making balanced aquariums to order," said a woman who is now in middle life. "I earn enough by this work to keep me comfortably during the winter, so I call myself a successful woman wage earner.

"I make my aquariums as nearly a perfect reproduction of natural conditions as possible. It is only since the discovery of balanced aquariums that the full decorative effect of displays of aquatic life has begun to be realized. Now many architects and interior decorators include them in their plans. This is true not only of country places but of many of the newest city homes. Certainly there is no easier and cheaper way to keep some living thing about the house. The care of the balanced aquarium amounts to so little that it may be practically disregarded.

"The cost of the vessel depends entirely upon the wishes of the person who is filling it. It may be an ordinary fruit jar with a wide mouth or a glass tank costing \$20 or more. The simplest tanks cost about \$1 and are of something more than one gallon capacity. They may be had either rectangular in shape or globular. For an eight gallon tank of domestic glass I have paid as little as \$2.50. The main essential is to have a tank perfectly tight and clean, with no paint or other injurious material to contaminate the water.

"To begin with, the water should be as pure as the water we drink. The bottom should be covered with pebbles and sand to the depth of two inches with the plants rooted in it. There is a great variety of aquatic plants that may be had at a cost of from

10 cents to half a dollar a bunch. Of them all fanwort is the most valuable. Hornwort, water starwort, tape grass, water poppy, willow moss, milfoil and a number of floating plants such as lemma, duckweed, salvinia, hydrocharis and hyacinth are among the most important varieties. If one has lived long enough on any water course in the country to know these plants, taking them from their native soil and transplanting them to the sand of the aquarium is a simple matter.

"The most important occupants of the aquarium are the fish, and great care should be taken not to put in too many for the size of the tank. The basis of the balanced aquarium is one fish, say three inches in length, to each gallon of water. If your tank holds five gallons of water you could not make a well balanced aquarium by putting ten fish three inches long in it. If the fish are smaller the number to the gallon can be very greatly increased.

"Gold fish or golden carp are the most popular stock for an aquarium, and the common varieties can be had for ten cents each. This price means the best fish of these varieties. If there is more money to be spent I would advise purchasing some of the really marvellously colored Japanese varieties.

"These fish have wonderful flowing tails with colors that change as though by magic from week to week. In the case of the variety known as the telescope fish the color to begin with is velvety black and gradually becomes silvery, then white, and after three years a wonderful orange red. Nearly all varieties of goldfish are constantly changing their colors, which range from black to silver and many shades of amber and golden red.

"There is an almost endless variety of these beautiful Japanese fish to choose from, the more common of which include the fan-tails, fringetails and comets. Good specimens of these varieties may be bought at from 25 cents to \$5 each. The bulgy eyed telescope fish, the aristocrats of the aquarium world, will cost from \$5 apiece up, according to size, color, shape and eyes.

"In addition to the Japanese fish there are many other rare varieties suited to balanced aquariums. Among the most popular are the banded tench, the banded sunfish, the paradise fish, the bitterling and the golden tench. Besides these I have orders for many varieties of our own native waters.

"Such orders usually come to me singly, and the one giving the order is quite willing to pay the cost of having his taste suited. These people, usually men, want an aquarium with the fish of

their boyhood days. They candidly admit that they wish them as reminders of the happy days long past.

"Where native fish are wanted I usually use sunfish, dace, catfish, minnows, sticklebacks, chub, mirror carp, rockfish, small eels, alligators, newts, frogs and turtles of all sizes and shapes and colors. I always when possible have a snail, tadpole or a few newts in my aquariums, as they are scavengers and will consume much of the decaying matter thrown off by the plants, besides preventing the green scum that will form in still bodies of water.

"Beginners must be particular not to mix their fish indiscriminately. They must always remember that goldfish cannot live in peace with catfish, sunfish, eels, turtles, crawfish, rockfish, or sticklebacks. If this rule is not observed, the goldfish will eventually lose the battle for life and be killed.

"Goldfish if properly cared for live to a great age. There is an aquarium in Washington where the goldfish are known to be more than fifty years old.

"Balanced salt water aquariums are as easily made and kept as those of fresh water. Of course they must be filled with sea water fresh from the sea and all the inhabitants must be the young of various sea creatures, such as crabs, starfish, shrimps, and anemones. The plant life also must be the varieties that flourish in the sea, and where possible I believe in taking the pebbles and sand from a sea washed beach.

"Beginners must be careful about two points. First, in making aquariums they must not overcrowd them by trying to have too many fish for the volume of water. Second, they must not overfeed their pets. Failure to observe these two rules causes more trouble than all other points connected with the making and care of aquariums.

"In a balanced aquarium the daily care consists in feeding the fish with prepared wafers, dried ants' eggs, or fish food. Fish should never be fed more than they will eat up clean at the time.

"Fortunately fish are subject to few diseases. The amateur has only to remember that salt water is the cure-all for sick fish. If a fish is out of health and the trouble is caused neither by overcrowding nor by overfeeding, a five minutes bath in salt water every day for a week will in nine cases out of ten restore it to its usual good health and spirits.

"All that is necessary to catch the sick fish is a small net that can be conveniently handled in the aquarium. Though I have been making aquariums of different sorts ever since I was a small

country girl, I still use a net and avoid touching the inmates with my hands unless it is positively necessary.

"When I catch my own fish from their native waters I use a small net, very little larger than the one used in the aquariums, and a minnow bucket. These are my only tools.

"I find a ready sale for all the aquariums I have time to make after filling my special orders. Of course there are seasons when the demand is more brisk than others. When those times come I always have a dozen aquariums on hand which I have stocked either for my own satisfaction or to try some new theory."

SUGGESTIONS

1. Develop the "special feature eye."
2. Watch newspapers for suggestions for special feature stories.
3. Dig up and popularize the new, interesting, and significant facts buried in official publications.
4. Remember that your own experiences may be made interesting and helpful to your readers.
5. Look to future events as well as to current news for subjects for feature articles.
6. Jot down suggestions for special articles whenever you see, read, or think of them.
7. File away newspaper clippings, bulletins, statistics, photographs, and other good material for special articles.
8. Write your special feature story when its subject is new or timely.
9. Give your article timeliness by connecting it with topics or events of current interest.
10. Make your explanation absolutely clear to a reader who knows nothing about the subject.
11. Avoid technical and scientific terms unless you explain them.
12. Let your beginning catch and hold the reader's interest.
13. Use incidents, concrete examples, specific instances, and anecdotes, in narrative-descriptive form, in your special articles.
14. Make an outline of your material before you begin to write a special article.
15. Facts, not fiction, make the best feature articles.

CHAPTER XI

EDITING COPY

What Copy-Reading Means. All news stories, whether written by reporters, sent through the mail by correspondents, or received by telegraph or telephone, must be read and edited before they are set up in type. This work is done either by the editor in whose department the news belongs or by a copy-reader. The reading and editing of copy consists of:

- (1) Correcting all errors whether in expression or in fact.
- (2) Making the story conform to the so-called "style" of the newspaper.
- (3) Condensing, or "boiling down," the story to the length imposed by limitations of space in the paper.
- (4) Improving the story in any respect.
- (5) Eliminating libelous matter.
- (6) Marking copy for the printer.
- (7) Writing headlines and subheads.

The good copy-reader must be able to catch instantly, and correct quickly, errors of all kinds. Good copy, or "clean copy," as it is called, should be free from mistakes in spelling, grammar, and rhetoric; but rapid writing too often leads to carelessness, and the copy-reader's work is correspondingly increased by the necessity of doing what the writer has neglected to do. The correction of such errors, however, is not the most important part of his work. He must be able to detect and correct errors of fact. As every art, science, business, occupation, sport, recreation — in short, every form of activity, is the subject of news, the copy-reader should be able to pass intelligent judgment on the accuracy of stories written about these

various activities. He must also be familiar with proper names that appear in the news, such as names of prominent persons and places the world over, the titles of well-known books, plays, pictures, and musical compositions, the names of railroads and important corporations, and special trade-mark names.

Like the good reporter, the copy-reader must be an accurate judge of news values. He must be able to see the significance of the news in the story. He must be able to decide how much space it is worth. If the real point of the news has been buried by the writer, the copy-reader must get it out and give it the prominence that it deserves. The ineffective lead must be rewritten, the needless details cut out, and the parts of the story rearranged for the best effect.

To improve the style of the story, he must consider carefully the construction of paragraphs and sentences, the choice of words and figures. Each paragraph should be given an effective beginning that will catch the reader's eye in rapid reading. Close connection should be maintained between the sentences in the paragraph. The copy-reader must transform the weak, rambling sentence into a firm, coherent statement with an emphatic beginning. For the trite, colorless word or phrase, he must substitute the fresh, picturesque one. The too figurative flights of exuberant fancy in one young reporter's copy must be toned down, and the bald, prosaic narrative or description in another's given life and interest. In short, the copy-reader's work is constructive as well as critical; it is as important for him to rewrite and rearrange as to cut out and boil down.

The responsibility of determining whether or not any statements or implications of the story as written are libelous also rests upon the copy-reader. He must know the law of libel, therefore, as it is construed in his state,

and must prevent violations of it in the matter that he edits. Less often he is called upon to decide whether or not anything in the news story violates laws regulating the transmission of printed matter through the mail. Whenever the copy-reader is uncertain on any important point involving the management of the newspaper, he refers the question to his superiors.

In all this work of the copy-reader the important element is speed. Every minute is valuable in the newspaper office, and only those who can work rapidly as well as accurately can expect to hold a position long. To rearrange, to reconstruct, to correct, rather than to rewrite, and to do this quickly and skillfully, is the real work of the copy-reader. To putter over details is an inexcusable fault. The combination of speed and accuracy in a copy-reader is the ideal of the editor.

Some Common Errors. In reading copy rapidly the beginner will do well to be on the lookout for certain kinds of common errors in spelling, grammar, and punctuation. The quick eye of the copy-reader will catch the frequently misspelled words without difficulty, but uncommon proper names are more likely to cause trouble, and in cases of doubt, books of reference should be consulted. Some well-edited newspapers require that copy-readers verify every name in all local stories. To prevent errors in grammar from slipping through in a story, the copy-reader should note such points as: (1) the agreement of the verb with the subject, particularly when they are separated from each other by words or phrases; (2) the relation of pronouns to their antecedents; (3) the position of participles in relation to the words that they modify; (4) the use of coördinate conjunctions to connect elements of the same kind; (5) the position of correlative conjunctions with relation to the elements that they connect.

In punctuation, not infrequent errors are: (1) the use of a

comma instead of a semicolon to separate independent, grammatically unconnected statements; (2) the omission of apostrophes in the possessive case and in contractions; (3) the omission of a period after abbreviations; (4) the use of double instead of single quotation marks; (5) the failure to put quotation marks at the beginning of each paragraph of a continuous quotation and at the end of only the last paragraph.

Following the "Style Book." As each newspaper has its peculiar "style," so-called, the copy-reader must learn the rules set forth in the "style book" which his newspaper prints for the guidance of its reporters, editors, copy-readers, and compositors. These rules have to do with capitalization, abbreviation, hyphenation, punctuation, and the use of numerical figures and of certain words and phrases. The form and size of each kind of headline and the number or letter by which it is to be designated in the copy, are sometimes included in the style book. Every newspaper office has its own method of designating the heads, either by number or letter, whether or not the method is printed in the style book. Almost every style book has a long or short list of "Don'ts," which includes common errors to be avoided and frequently those words and phrases that are pet aversions of the editor-in-chief or of the managing editor.

How the Copy-Reader Works. On large newspapers copy is read at semi-circular desks known as copy-desks. The head copy-reader, or "slot-man," sits at the inside of the desk, or inside the "slot," as it is called, while the copy-readers, or "rim-men," sit around the outer edge, or "rim," of the desk. In some newspaper offices all copy is read at one central desk, under what is known as the "universal copy-desk" plan. In other offices, there are two copy-desks, one for local copy and one for telegraph copy. Under the two-desk plan the city editor often acts

as head copy-reader for the local copy-desk, and the telegraph editor for the telegraph copy-desk.

The city editor usually decides as to the importance of a local story, its length, and the size of the headline to be given it, before turning it over to the head copy-reader. The telegraph editor does the same for telegraph news stories. Before the head copy-reader turns over a story to one of the copy-readers to be edited, he gives it a guide- or catch-line, or is said to "slug" it, to indicate its character and to serve as a means of identification. The length of a story is frequently indicated by stickfuls, or "sticks," a stick being approximately one-tenth of a column. The size and the form of the headline are shown on a piece of copy by a numerical figure or a letter, corresponding to the headline schedule used by the paper, each kind of head being known by a figure or a letter. Thus the telegraph story of a railroad wreck might be determined to be worth three "sticks" and a No. 3 head, and would be given the catch-line or "slug," "Wreck."

If the copy is being read page by page as fast as it is written or as it is coming from the telegraph operators, rather than after the whole story is completed, the guide- or catch-line, or "slug," may be repeated at the top of each page, thus, "4 Wreck," which means that this is Page 4 of the wreck story. The head copy-reader also keeps a record of all copy that passes through his hands, the entries in which may be something like this, "Wreck — 3 sticks — No. 3 — Walters — 11.15 A.M. — More," which means that from one of the members of the staff named Walters he received a story of a wreck that contained three stickfuls; that it was given a No. 3 head; that it went to the composing room to be set in type at 11.15 A.M.; and that more of the story is to follow.

When the head copy-reader or editor passes the story over to the copy-reader who is to edit it, he may give

verbal directions in regard to cutting, or "boiling" it down, playing up the important facts buried by the writer, or improving the form or expression as he thinks best; or he may leave all these details to the discretion of the copy-reader. The latter begins to correct and improve the story as soon as he has finished the piece of work that he has in hand. It is not unusual during the rush hours when time is very valuable to send stories to the copy desk as each page is written, and as the page is edited, to send it up to the composing room to be put into type, without waiting for the complete story. Under these circumstances a copy-reader is often editing alternate pages of several entirely different stories, all the details of which he must carry in mind in order to handle them intelligently and to write a complete and accurate headline if, as is sometimes the case, this is written only after the last page of copy on the story has been read.

Use of Catch-Lines. Catch-lines, or "slugs," are of two kinds: (1) an identifying name for the story, such as "Wreck," "City Council," or "Blanchard"; and (2) the name of the special department of the paper in which the story belongs, such as "Society," "State," "Sports," "Market," or "Sunday supp." When a story is being received in installments, the parts after the first are marked "Add"; thus, "Add Wreck," "First Add Wreck," "Second Add Wreck," indicate additional parts of the wreck story. When several independent stories, each under a separate head, are to be assembled to follow one another, as bearing on the same subject, the catch-lines to indicate this relation would be "Lead Storm," "Follow Storm," "First Folo Storm," "Second Folo Storm," "Folo" being a convenient abbreviation for "Follow."

Not infrequently after the story has gone to the composing room, new facts develop of sufficient importance to warrant the writing of a new lead or a new paragraph or

two to be inserted in the story. If in the case of the wreck story the cause were found, or the number of dead increased, and if a new lead were written to embody these additional facts, it would be marked "New Lead Wreck." If additional names of dead and injured were secured, and were to be inserted in the list given in the original story, the copy containing the additional names would be marked "First Insert Wreck," or "Insert A Wreck." Whenever it is known in advance that there are to be additions to the story later, the copy-reader writes "More" at the end of the piece of copy instead of the end mark (#). If the copy for the headline is not sent to the composing room with the copy of the story, the copy is marked "Head to Come" or "Hed to Come," "Hed" being used as an abbreviated form. This is often done when it is known that important additional details are coming that should be embodied in the head. If this later news is to be put into the lead, the story may be sent up without a lead, with the explanation, "Lead to Come." Stories to be used in a particular edition are marked "Noon Edition," "Market Edition," etc. Stories that must not be omitted under any circumstances are marked "Must."

Press Association Reports. The typewritten copy of telegraph news furnished by news distributing agencies like the Associated Press and the United Press has guide lines on stories for the benefit of the editors whenever such explanatory matter is necessary. In order to keep their newspaper clients informed of the latest phases of the news, these associations send brief bulletins and "flash" statements, which they follow with more complete stories as the news develops. The first news of an accident, for example, comes as a bulletin, and later more details are furnished in one or more additions to the original bulletin or in substitution for it. The final score of a football or baseball game often comes as a "flash" several min-

utes before the details of the last plays can be transmitted.

The following example taken from the United Press telegraph news service illustrates how news stories, the parts of which are furnished at intervals during the day, are supplied with guide lines:

(1)

BULLETIN

Norfolk, Va., Nov. 2. — Six men have been reported injured, two probably fatally, in an explosion on the battleship Vermont, early today.

(2)

(ADD BULLETIN . . . NORFOLK)

The Vermont is now in Hampton Roads and only meagre details of the reported accident were received by the navy yard here. It was understood that the explosion occurred in the boiler room of the vessel.

(3)

(SUBSTITUTE)

Norfolk, Va., Nov. 2. — In an explosion in the boiler room of the battleship Vermont last night, six men were scalded, two receiving possibly fatal injuries. While the ship was cruising a short distance off the capes which form the entrance to Hampton Roads, a part of the boiler burst, filling the engine room with scalding water and steam. Captain Hughes immediately sent a wireless message to the hospital ship Solace and the wounded men were transferred at sea to that vessel, which brought them to the Norfolk hospital today.

The injured men are:

R. M. Wagner, fireman second class.

M. C. Horan, coal passer.

J. R. Newberry, fireman first class.

M. T. Green, fireman first class.

C. A. Hoteling, coal passer.

P. W. Cramer, coal passer.

(MORE)

(4)

(ADD ACCIDENT VERMONT . . . NORFOLK)

The accident occurred while the Vermont was anchored off the southern battlefield drill grounds, where the annual fall target practice began today. The head of the boiler burst and a torrent of boiling water and steam poured out over the firemen and coal passers. Wagner and Haran (correct) who were nearest the boiler head, were the most seriously injured, both being scalded from head to foot. The hospital ship Solace asked that the navy hospital here make ready for the injured men and said that she expected to reach Norfolk this afternoon. It was reported, but without confirmation, that Haran had died of his injuries.

(5)

BULLETIN**(LEAD)**

Norfolk, Va., Nov. 2. — Two men are dead and four others this afternoon lie swathed in bandages suffering terribly from scalds, as a result of a boiler explosion on the battleship Vermont early today. R. M. Wagner, a fireman, first class, and M. C. Haran, a coal passer, are the dead.

The hospital ship Solace brought the dead and wounded to the naval hospital here today. The Vermont broke all her former speed records in a run

(MORE)

(6)

(ADD BULLETIN LEAD . . . NORFOLK)

in a run from the southern drill grounds, outside the capes, to Hampton Roads, arriving here late this afternoon.

Wagner and Haran both died on the Solace, suffering terribly from the scalds that covered them from head to foot.

Sizes and Kinds of Type. Editors and copy-readers need some knowledge of type in order to do their work efficiently. The printing surface of a piece of type is called the "face," and the flat top on which the face is raised is called the "shoulder." Type measurements are based on the size of

the shoulder, not on that of the face. The size of type is measured by the point system. The unit of measure, a point, is one seventy-second of an inch. Six-point type, accordingly, is six seventy-seconds of an inch, 10-point is ten seventy-seconds of an inch, and 36-point is thirty-six seventy-seconds, or one half, of an inch in size. Before the point system was adopted, each size of type had a name, and these names are still in common use. Thus, 5½-point type is known as agate, 6-point as nonpareil, 7-point as minion, 8-point as brevier, 9-point as bourgeois, 10-point as long primer, and 12-point as pica. Nonpareil (6-point), minion (7-point), and brevier (8-point) are the sizes commonly used as the body type for newspapers. In marking copy, "point" is abbreviated as "pt."; thus, "6-pt.," "30-pt."

Type is classified as body type and display type. Body type is that which is used in newspapers for all reading matter; display type is the term applied to the large sizes, or "faces," of type used in headlines and in advertising. As distinguished from the light-face body type, the heavy faces, which print blacker than the body type, are known as bold-face type (abbreviated, "b.f."). Thus, boxed summaries and lists to be set in 6-point bold-face type would be marked thus, "6-pt.b.f."

Type is further classified on the basis of the proportion of the height of the letter to its width, as extra-condensed, condensed, regular or medium, and extended. Extra-condensed and condensed faces are used in the top deck of large headlines, and medium, or regular, faces are usually used for banner heads extending across the page, as well as in captions and overline heads for cuts. As distinct from slanting or Italic type, the usual perpendicular type is called Roman.

Different kinds, or faces, of type are given such names by type founders as "Caslon," "Cheltenham," "De

Vinne," "Bodoni." Each kind or face is generally made in different sizes, body sizes commonly ranging from $5\frac{1}{2}$ -point to 12-point, and display type from 8-point to 120-point.

A "font" of type of a particular size and kind consists of a complete set of letters, figures, etc., each character being furnished in numbers proportional to the frequency with which it appears in ordinary printed matter. Type is kept in shallow wooden trays, or "cases," divided into compartments, or "boxes," one for each character. Capital letters (abbreviated "caps.") are often called "upper case," and small letters are always known as "lower case" (abbreviated "l.c."), because the capital letters are in the upper of the two type cases and the small letters in the lower one.

The amount of type set is measured by the number of "ems" (from the letter "M"). An "em" is a square of a given size of type; i.e., an em in 8-point type is eight seventy-seconds of an inch square. The standard unit of measure for type matter is usually the 12-point, or pica, em. A column of a newspaper that is thirteen ems wide, therefore, is thirteen 12-point ems, or thirteen picas, in width; i.e., it is one hundred and fifty-six seventy-seconds of an inch, or two and one sixth inches wide. Advertising space is measured by the so-called "agate line," on the basis of fourteen agate lines to one inch.

In setting type by hand, the compositor has a small metal tray, or "stick," enclosed on three sides and adjusted to the width of a column or a line, into which he places the type, letter by letter, as he picks it out of the case before him. As a stick holds about two inches of type, a "stickful" has come to be a common expression for about two or two and one half inches of printed matter. A news story is spoken of by editors and compositors as being two or three "sticks" long, and an editor often tells a reporter

to "write a stickful or two" on a particular story, or directs a copy-reader to "cut it down to a stick."

Type is "lead" when thin strips of lead or brass are placed between the lines, these "leads" being two points in thickness. When two of these 2-point leads are placed between the lines, the type is "double-lead." If no leads are used, the type is said to be "solid." The first paragraphs of news stories are often lead, and very important news, particularly short bulletins for extra editions, are frequently double-lead. In most parts of a newspaper, however, the type is solid. All type and cuts are made of the same height — that is, they are "type-high" — so that when used together they will present an even surface for printing and stereotyping.

Newspaper Illustrations. Illustrations, or "cuts," are of three kinds: (1) zinc etching reproductions of line drawings; (2) half-tone reproductions of photographs or wash drawings; and (3) intaglio, or rotogravure, reproductions of photographs or wash drawings. All these cuts are forms of photo-engraving; that is, the drawings or pictures are photographed and, from the photographic negatives thus obtained, are printed and then etched on the zinc or copper surfaces used in printing. In zinc etchings and half-tones the printing surfaces are in relief like those of type. In intaglio, or rotogravure, illustrations the parts that are to be printed are etched into the copper surface, just as they are cut into a copper plate for printing engraved calling cards and wedding invitations. The process of printing from copper rotogravure cylinders consists of inking the entire surface, then of removing the ink from the surface but leaving it in the parts eaten away by the action of the acid, and finally of pressing the paper against the surface so that it lifts the ink out of the etched portions and thus prints the picture. All of these photo-engravings may be printed in either one or more colors,

a separate plate or cylinder being required for each color.

Since in the half-tone engraving process the photograph or the wash drawing is photographed through a screen, and since the screens used are of various degrees of fineness, it is necessary, in ordering half-tones, to indicate the desired size of screen. For half-tone cuts to be stereotyped and printed on ordinary news print paper, a screen of 60 or 85 lines to the square inch is used; hence a cut is designated as a 60-line or an 85-line half-tone.

Although zinc etchings and half-tones are usually designated as 1-column, 2-column, or 3-column cuts (abbreviated 1-col., 2-col., etc.), it is preferable, when placing an order, to indicate the exact width in inches. If the whole photograph is not to be reproduced, straight lines are ruled on the surface to show the area desired.

Explanatory matter to be printed in type below a cut is called a caption, that to appear above the cut an overline. Copy for captions and overlines must not be fastened to the photograph or drawing so firmly that it cannot be removed and sent to the composing room when the picture goes to the photo-engravers.

Marks Used in Copy Reading. The marks used in editing copy are a few simple, time-saving devices to indicate to the compositor or linotype operator how the matter is to be set in type. A heavy line is drawn through all words, figures, phrases, and sentences that are to be omitted, and when necessary the parts remaining are connected with a line. In making changes and corrections, the copy-reader must keep in mind the fact that each sheet of copy may be cut into two or more pieces, or "takes," by the copy-cutter in the composing room, so that these may be distributed to the compositors or linotype operators. The end mark (#) or the figure 30 in a circle is written at the end of every complete piece of copy.

street

Three short lines under a letter or a word indicate that it is to be set in capital letters; thus, Street.

New York Times

Two short lines under a letter or a word indicate that it is to be set in small capital letters; thus, NEW YORK TIMES.

motif

One short line under a word indicates that it is to be set in Italics; thus, *motif*.

State News

A wavy line under a word indicates that it is to be set in bold-face type; thus, State News.

street

A line drawn from right to left through a capital letter indicates that it should be a lower case, or small, letter; thus, street.

'base ball

Short curved lines indicate that the two elements are to be run together without space between them; thus, baseball.

per cent

A vertical line between two elements indicates that they are to be separated by a space; thus, per cent.

(63) feet

A circle drawn around numerical figures indicates that they are to be spelled out; thus, sixty-three feet.

one hundred and one

A circle drawn around figures spelled out indicates that they are to be set in numerical figures; thus, 101.

Professor A.R.Snow

A circle drawn around a word indicates that it is to be set in abbreviated form; thus, Prof. A. R. Snow.

Sen. C.T.Jones

A circle drawn around an abbreviation indicates that it is to be spelled out; thus, Senator C. T. Jones.

etc_x or etc^o

A small cross or a dot with a circle around it may be used to indicate a period; thus, etc.

.⁷stunt^c

Small half-circles around single or double quotation marks indicate whether they are beginning or end marks.

to readily reply

A curved line below one word and above the next indicates that they are to be transposed; thus, readily to reply.

He was ^{not} there
^

A caret is placed at the point in a line where a word or words written above the line are to be inserted; thus, He was not there.

[He said in part:

A mark like a Gothic capital letter "L" (L) is used to indicate the indention of a paragraph.

¶ He said in part:

The paragraph mark (¶) is used to indicate a new paragraph where none was made in the copy.

She did not see, just
what happened.

A line is used to connect the end of one line with the beginning of another when both are to form a continuous line of print.

Edited Copy. The application of these marks in editing copy are shown in the following typical pages:

[Trenton, Mo. Dec. 31_x-- Imprisoned in a tourist sleeping car, ^{at least 12 passengers} ~~and~~ burned to death ~~is believed to be the~~
[^] ~~rate of twelve passengers on the West bound~~ California special of the Chicago, Cairo and Omaha ^{after} ~~R.R.~~
^{jumped the track} 13 miles west of here at six-forty this morning.

~~THE~~ number of victims, ~~may be larger but the facts~~
 will not be known until the debris has been
 searched. The train was derailed while ^{running} ~~gliding~~
 through snow covered country at a high rate of
 speed. (The cause of the wreck is not known.) The
 engine suddenly jumped the track and ploughed ~~thru~~
 thru the roadbed landing 50 feet from the track.
 The tourist sleeper took fire from the engine.
 As the wreck occurred suddenly and by the time the
 passengers realized what had happened the tour-
 ist car was alone. Happening in an isolated spot,
~~no aid was~~ ^{But} the only available aid was the passengers and
 the trainmen.

Flames prevented the ^{rescuers} from entering
 the tourist sleeper. From the windows of this
 car only two passengers made their escape. ~~The~~
^{As} fate of the others ^{perished in the burning car} can only be guessed.

There were at least 14 in the car, said Jno.
 R. Williams, ^{and} a real estate dealer, ~~in~~ Los Angeles,
 who with his son Frank escaped from the burning
 sleeper car. We were thrown ~~into~~ onto the floor by the col-
 lision but managed to crawl out of the broken window
 of our berth before the fire reached our end of
 the car.

SUGGESTIONS

1. Familiarize yourself thoroughly with all details of the typographical style of your paper.
2. Read every word of copy carefully.
3. Work as rapidly as is consistent with accuracy; don't putter over corrections.
4. Make all corrections and changes so clear that the compositor cannot misunderstand them.
5. Revise and rearrange whenever possible instead of rewriting.
6. Cut out all needless words and phrases.
7. Don't think that your own way of expressing an idea is the only good way.
8. Scrutinize carefully all participles, pronouns, conjunctions, correlatives, and "only's."
9. Watch for the omission of the apostrophe in possessives and contractions.
10. See that all quoted matter is properly enclosed in "quotes."
11. Be sure to put single "quotes" on quotations within quotations.
12. Verify names, initials, addresses, dates, and facts generally.
13. Be on the lookout for libelous matter.
14. Give every story a distinctive guide line.
15. Don't confuse "add's" and "follow's" in marking copy.
16. Keep a record of all copy read with size of head, length of story, author, and time.
17. Draw a line around all directions intended for the compositors.
18. Consult your superior when in doubt about the propriety of anything in copy.

CHAPTER XII

THE WRITING OF HEADLINES

The Function of the Headline. Headlines as developed by the American press during the last half-century have come to be, next to the news itself, the most important part of our newspapers. From mere labels to indicate the kind of reading matter to be found in the columns under them, headlines in this country have developed into bulletins giving the substance of the articles to which they are attached. By presenting conspicuously in large type the important facts of the story which it precedes, the headline serves three purposes: (1) it makes possible rapid reading of the news thus outlined in the head; (2) it attracts the reader's attention to the news story to which it is attached; (3) it becomes an advertisement of the news to attract the purchaser.

Heads Promote Rapid Reading. As concise summaries of the facts of the news, headlines fill an important place in contemporary American life, for, by reading only the headlines, the busy man or woman can get in brief outline the news of the whole world. The size of the type and the arrangement of the parts of the headline aid in a marked degree this rapid reading. Well-written heads that give clearly and accurately the information of greatest significance in the stories under them are an integral part of the newspaper, the function of which, as has been said, is to give the readers in a clear and interesting form the news of the day.

Heads Attract Attention. By catching the reader's eye as he glances through the paper, heads direct his attention to the news. Since the size of the headline is usually proportionate to the importance of the news underneath it, the reader's attention is attracted first to the most sig-

nificant news. If large and striking heads are attached to news of little real significance, his attention is diverted to it, possibly to the neglect of more important news. In short, the head should indicate to the reader the value of the news.

How Heads Advertise News. By their form and position, likewise, the headlines act as advertisements for what the paper contains. Like all good advertisements headlines should create interest and lead to the sale of the paper. By arousing the reader's curiosity and at the same time partially satisfying it, the head, when skillfully written, attracts his attention and influences him to read the story.

A newspaper that aims to have large street sales will naturally take advantage of the advertising element in the heads by making them as attractive as possible. In fact, the efforts of some newspapers of this class to make the most powerful appeal possible, have led to extreme forms of headlines with great black type and with varicolored effects. In general, morning papers and evening papers with regular subscribers are less inclined to employ large heads for advertising their news than are those evening papers with several street editions that seek to have large sales. Large heads extending across several columns and printed in red or black ink set forth the latest phases of the news in a manner well calculated to catch the eye as the paper is displayed on the news stand or in the hands of the newsboy. As in advertising in general there is always a temptation to make alluring statements at the expense of truth, so in headline advertisement there is a tendency to exaggerate and magnify in order to catch the unwary reader.

Large Heads and "Yellow Journalism." Since the more sensational papers have taken advantage of this advertising element and have yielded at times to the

temptation to exaggerate or even to misrepresent, as is not unheard of in advertising generally, large display effects in headlines have come to be associated in the popular mind with so-called "yellow journalism." The connection between the two is by no means inevitable, however, for large headlines need not be any more sensational or inaccurate than smaller ones, and may legitimately be used to attract attention to the real importance of the news. Conservative papers that do not depend to any considerable extent on street sales tend to keep up the smaller headlines long used in American newspapers, which, while giving the substance of the news in outline, do not attempt to advertise prominently the contents. On the other hand, beginning with the advent of yellow journalism at the time of the Spanish-American War and strengthened by the World War, the tendency of almost all newspapers in this country has been in the direction of larger headline type and heads of more than one column.

The Influence of Heads. Because headlines are the most conspicuous part of the paper, they give the reader the first and often the strongest impression of the day's news. The larger and the heavier the type, the stronger this initial impression is likely to be. A banner head across the front page in large, bold-face type, printed in black or red, naturally impresses itself on the reader's mind. When striking statements are made in large, heavy type the impression is still further strengthened. The psychological effect on the reader of the size and content of headlines deserves thoughtful consideration.

Since many persons read only the heads on much of the news, the character of the information given in heads is also important. From the headlines the reader gets a picture of what has happened in the world since he last read a paper. His opinions on current events are shaped in no slight degree by the impressions that the headlines

make on his mind. To the extent that public opinion is a composite of individual personal opinions, newspaper heads exert a definite influence on public opinion. Inaccuracy, bias, coloring, or any departure from the ascertained truth as given in the news story makes the headline misleading to the individual and to the general public.

Clearness and Conciseness. Regarded as a bulletin of the most important facts in the news, the headline should present these facts in a clear and concise manner. To be clear the form should be one that can be taken in by the eye at a glance. The relation of the divisions, or "decks," of the head should be evident, so that the reader may get a clear idea of the bearing of one statement on another. The statements should be concrete and specific. The limitations of space make it necessary for the headline to be concise so that the maximum number of important facts may be included.

Action in Headlines. As news is largely concerned with activities, headlines should express the action related in the news story. Concrete verbs are the most effective means of expressing action. These may be in the form of participles and infinitives, as well as finite verbs. Verbs that make pictures, reproduce sounds, or give other sense impressions are particularly good. Life and vividness of expression give interest to heads as they do to the news story. Freshness and originality of phrasing are also successful provided the uncommon form is clear. Short, crisp, specific words constituting definite statements that can be readily grasped in rapid reading, generally make the best headlines.

Emphasis in Heads. The prominence given in headlines to various features of the news is determined by the way a paper defines news and its standards of news values. Since the head is preferably based on the lead of the story, it is natural to feature in the first deck of the head what-

ever has been played up at the beginning of the lead. This method of emphasis may be carried a step farther by putting the most significant phase of the news in the first line of the top deck. Next to the first deck in conspicuousness is generally the cross-line. It, therefore, should contain an important phase of the news. In the banks, because they are longer and less prominent, are placed the amplifying and explanatory details.

Headlines are Impartial. Headlines, like the news stories of which they are summaries, should be impartial. It is possible to "color" headlines so that they give a false impression of the news in the stories to which they are attached. The reader tends to carry over into the news story the impression that he gets from the headline, and a "colored" head, therefore, tends to "color" even an impartial, accurate news story. Headlines likewise should not comment on the news; comments on the news should be made in the editorial columns.

"Accuracy Always" in Heads. The prime requisite of every headline is accuracy. Interest, action, clearness, conciseness, and impartiality are all desirable qualities, but accuracy is a necessity. Unless a head is an accurate summary or bulletin of the news story, it fails to perform its primary function. Because many persons read only the headlines on much of the news, their opinions regarding current events are influenced by the character of the heads. All that has been said of the importance of accuracy in the news applies with equal force to headlines.

Unintentional inaccuracy in writing heads, as distinct from the deliberate inaccuracy of the "colored" headline, is due to four causes: (1) insufficient knowledge of the subject with which the news story deals; (2) failure to read the story with sufficient care to get the facts of the news correctly; (3) haste and carelessness in building the head; and (4) the limitations of space that make exact statements difficult but not impossible.

If the headline writer lacks a broad background of knowledge and is not well informed on current topics, he may be unable to understand even a well-written news story sufficiently to write an accurate head for it. He must be able to grasp quickly the meaning of stories dealing with political, economic, scientific, and technical subjects in order to summarize them correctly in concise headline form. Ignorance is as potent a cause of inaccuracy in headline building as it is in news writing.

Even though a copy-reader in editing a story goes over it with some degree of care, he does not always get accurately the essential facts. A careful re-reading of the story after it has been edited is often necessary. The inexperienced headline writer will do well to jot down the important points of a story as he reads it. He will find it advantageous to write out the main points of the story in as many statements as there are to be decks and banks in the head that he is to build, and, after arranging these statements in the order of their importance, to construct each deck and bank out of one of them. After completing the head, he should read over the story again to compare it with his headline.

Haste and carelessness are as serious obstacles to accurate headline building as they are to accurate news writing. It is easier, as a rule, to dash off hurriedly heads of the required length that are only half true than it is to frame exact statements that meet all the requirements. Although the necessity for speed in headline writing is the usual explanation for inaccuracies in heads, it is not a legitimate excuse for them.

The limited number of letters and spaces in parts of heads may cause unintentional inaccuracy because of the difficulty of expressing the whole idea adequately within the limits imposed. To give accurately the gist of a news story in from five to ten comparatively short words in the

top deck of a one-column head, requires skill in the choice and arrangement of words. The headline writer must have a large vocabulary, particularly of synonyms, so that he may substitute a short synonym in the head for the longer word in the story. Since the connotation of words, or the feelings and impressions associated with them, differ even in the case of words practically synonymous, the headline writer must be on his guard against creating false impressions in using synonyms. So, too, a qualified statement in a news story may, for lack of space, be given in unqualified form in a head, which thus becomes an inaccurate headline statement. Every effort must be made to express adequately the important points of the news in the decks of the headlines.

Divisions of Headlines. The headline is composed of one or more divisions called "lines," "decks," or "banks." These divisions are separated by dashes and are frequently different in form and in size of type. In the following head, each deck has a distinct form and size of type.

3-part
drop-line

3-part
pyramia
"bank"

cross-line

4-part hanging
indentation
"bank"

ONE GIRL'S ACT PREVENTS 60,000 FROM WORKING

She Refuses to Join the Union and
Every Mill Owner is Against
Closed Shop

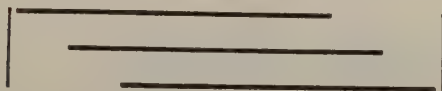
WEEKLY LOSS \$2,500,000

Says She Quit Organized Labor Be-
cause She Does Not Believe In It
and Declares She Will Not Return
Despite All Threats.

Headlines are constructed on the basis of the four forms that appear in the above example, which may be called respectively: (1) the drop-line; (2) the pyramid; (3) the cross-line; and (4) the hanging indentation. Graphically these forms may be represented thus:

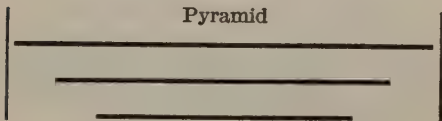
(1)

Drop-line



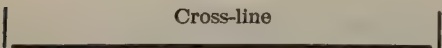
(2)

Pyramid



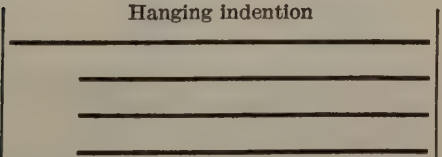
(3)

Cross-line



(4)

Hanging indentation



The drop-line, cross-line, or pyramid may be used in any deck, whereas the hanging indentation head is used only for a deck other than the first.

Drop-Line Heads. The drop-line head may consist of two, three, or four parts arranged as in the following three heads:

(1)

MOVING PICTURE MEN
START WAR ON TRUST

(2)

LOWELL MEN WANT
CANAL TO CONNECT
CITY WITH BOSTON

(3)

SEVEN CHILDREN
SAVED AS HOME
AND BIG FACTORY
IN EVERETT BURN

Cross-Line Heads. The cross-line head consists of but one line which may or may not fill the whole space between the column rules. In the following examples, the first head fills the line, and the second only part of the line. The first is said to be "flush" with reference to the column rules; the second is "centered" between them.

(1)

| BRANCH BANK BILL PASSES |

(2)

| SEES PERIL IN TARIFF |

Pyramid Banks. The pyramid head may consist of two, three, or four parts, graduated in length to produce the inverted pyramid effect.

The following "bank" illustrates the pyramid of three parts:

**| Congressman Gives Duty to His |
| Party as Sole Reason for |
| Withdrawing. |**

Hanging Indention. The hanging-indention bank consists of several parts, the first of which begins at the column rule on the left, while all the others are indented the width of one or two letters.

**| Immense Wealth is Stored Up |
| in Vaults of Country's Repos- |
| itories for Coin, Bullion, and |
| Other Precious Metals. |**

Combinations of Forms. Various combinations of these four forms may be used to give the variety required for all kinds of stories.

For large heads a combination of a two-part drop-line, a three-part pyramid bank, a cross-line or another drop-line, and a second pyramid bank, constitutes a frequent form, as is seen in the following example:

FRENCH STRIKE ENDS AFTER DAY OF CRIME

**Railroad Men's Union Orders
Work Resumed on All Tied
Up Lines To-day.**

BOMB OUTRAGES CONTINUE

**Attempts to Blow Up Passenger
Trains and Bridges Arouse
Public and Police.**

A large three-part drop-line head may be followed by a hanging-indentation line and by a cross-line, as in the following case:

TREASURY CHANGE CAUSES A RECOUNT OF NATION'S FUNDS

**Amazing Wealth is Stored Up
in the Vaults of Country's
Repositories for Coin and
Bullion.**

WEIGHING MONEY BAGS

For smaller heads there are several sizes of two-part

drop-heads, or of cross-lines combined with pyramids or with hanging indentions of two or three parts; for example:

(1)

COLLEGE BOYS TURN WAITERS

**Break Strike in Evanston Restaurant
When Girls Walk Out.**

(2)

BURGLARS BUSY IN NEWTON

**Houses Ransacked by Gang Which Is
Thought to Have Had Rendezvous
In the Old Post Office.**

(3)

**EMPLOYERS' LIABILITY
UPHELD BY OHIO COURT**

**Act Providing for Benefits in Case of
Death or Injury is Declared
to Be Constitutional.**

Practically every symmetrical arrangement of the four forms of heads can be found in various newspapers, but the principles underlying the writing of any of the combinations are the same.

Type Used in Heads. Condensed and extra-condensed Roman type of various kinds, faces, or "families," with capital letters for the top deck and the cross-line decks, and capitals with lower case for the banks, are most commonly used in heads, as the preceding examples show. Some papers, however, use capital letters and lower case in the top deck. Italic capitals, and capitals and lower case, are also employed instead of Roman. Large heads of more than one column in width, as well as small one-column heads, are not infrequently set in Italics. The examples below illustrate one-column heads set in upper and lower case, Roman and Italic:

(1)

Appraiser to Ask For 150 New Men

Changes Made by New
Tariff Law Swamp
Present Forces

Shifting to Ad Valorem Duties
Requires Looking Up Rates of
Exchange Each Day

(2)

Plan to Lessen Jam in Schools By Using Parks

Education Board Finds That
Scheme Tried in Brook-
lyn Makes More Room
for Part-time Pupils

Armories Also Suggested

Physical Training Classes
Could be Held in Open
or in Military Quarters

(3)

**SAYS NEW FIRE BOXES
CAUSE FALSE ALARMS**

*Simple Turn of the Crank Is
Enough, 'Smoky Joe' Martin
Explains.*

(4)

**Lawyer Looks for Fair
Play With Mixed
Juries**

Type Limits of Heads. The typographical limitations are the most important considerations governing the writing of headlines. These limitations are determined by the size of type and the form of each deck of the head. The possible variation in the parts of the first deck is not more than a letter or two from the normal form. So small is the variation possible within the column width that the size of the letters used has to be considered. Thus the letters "M" and "W" are one and one-half times the size of all the other letters except "I," which is only one-half as large as the others. In the counting of unit letters in the top deck and cross-line of a head, the writer must consider "M" and "W" as one and one-half units each, and the letter "I" and the figure "1" as half a unit each. Punctuation marks, except the question mark, are counted as half units. Each space between words is usually counted as one unit, but some papers allow only half a unit between words.

Papers that use upper and lower case letters in the first deck often count every letter as a unit. In the banks it is usually necessary to count only the number of words of

average length, rather than all of the units. Since the form and symmetry of a head are marred or entirely destroyed by having too few or too many units in any part, great skill is necessary in the choice and the arrangement of words to secure as nearly as possible the exact number of units required for a perfect head.

The effect produced by having too many units is shown in the following heads, for which 18 units is the normal number in each half of the two-line drop head.

(1)

**GOVERNOR NAMES FIRST
OF MUNICIPAL REFORMS**

(2)

**TWO FIRES IN ONE HOUSE
INSIDE OF THREE HOURS**

When the number of units is less than that required for the best effect, the headline is less unsatisfactory than when too many units are crowded into it, because the short line is more legible than the long one. In each of the following heads the first half contains only 15 units instead of 18, and as a result there is too much space at the end of each of these halves. Both, however, are much more easily read than the crowded ones given above.

(1)

**STATE SECRETARY
ON TRIP TO COAST**

(2)

**WEISS REASSURES
BUSINESS WORLD**

That much better results are produced by having each half contain more nearly the required number of units is shown by comparing the two heads following with those preceding.

(1)

**STORY OF DYING MAN
REOPENS GRAFT CASE**

(2)

**MAY LOSE EXTRA PAY
FOR NIGHT CAR RUNS**

In headline writing a number of points must be borne in mind. It should be remembered, however, that these are not hard and fast rules but general principles based on newspaper practice.

Why the Head is Based on the "Lead." As in the normal type of news story all the important facts are given in the lead, the headline, as the bulletin of these facts, is based largely, if not entirely, on the material in the lead. One reason for giving all the essential details in the lead, as has already been pointed out, is that the story may be cut down before or after it is in type. This possibility that the story may be cut down is an excellent reason why the headline should be based on the first part of the story, for

if the headline contains only the substance of the lead, it need not be rewritten when any part of the story is cut off.

The Tone of the Head. To adapt the character of the headline to the tone of the story is important for the best effect of both. The head should prepare the reader for what is to follow. A humorous or witty headline is well adapted to a story written in a light vein but usually is out of keeping with a plain news story. A suggestion of pathos even may be given in the headline when the story warrants it. Efforts to be funny or pathetic, however, ought always to be carefully considered and should not be made unless the circumstances justify them.

Avoiding Repetition. It has come to be a generally recognized point that there should be a minimum amount of repetition of words throughout the head. The same word should not be used more than once either in the same deck or in different decks unless the lack of synonyms makes it absolutely necessary, or unless emphasis is gained by so doing. This, of course, applies in only a limited degree to the necessary connective words, such as conjunctions and prepositions, and parts of the verb "to be." The writer of heads should have at his command a number of synonymous words and expressions, so that, when he must refer to the same person, object, or action a second or third time, he may be able to vary the expression.

The Interrelation of the Decks. If the grammatical subject remains the same in statements made in two or more decks, it need not be repeated, as it will be understood with the verbs in the following deck or decks. In the head given below, "guard," the subject of the verb "stricken" in the first deck, serves as the subject of the verbs "found" in the second deck, "is" in the third, and "will be taken" in the fourth.

GUARD STRICKEN ON PRISON WALL

Found in His Sentry Box at the
Penitentiary Helpless
From Paralysis

IS A CIVIL WAR VETERAN

Will be Taken to His Meigs
County Home Unless He
Grows Worse.

If the subject is not mentioned in the first deck, some papers require that it be the first word in the next bank or deck. Since the subject, when suppressed in any deck, is understood to be the same as that in the deck just preceding, care must be taken to have the verb agree with it grammatically. There is a not unnatural tendency, for example, to use in one deck a singular verb with a collective noun like "common council," or "faculty" (of a college), and then, changing the idea to the members of these bodies, to use in the next deck a plural verb with the subject suppressed. Thus, in the following head, "tariff board" should not be made the subject both of the singular form, "reports," and of the plural one, "declare."

TARIFF BOARD REPORTS ON ALL WOOL SCHEDULES

Declare That Many of the Rates are
Too High.

Failure to remember that a verb without a subject is assumed to have the same subject as the statement in the deck immediately preceding, not that in any other of the preceding decks, also leads to confusion. The following head, for example, is poor because it is not clear that "president" is the subject of "gives," since "governor" is the subject of the statement in the preceding deck; nor is it evident that "troops" of the first deck is the subject of "to camp" in the fourth.

PRESIDENT ORDERS TROOPS TO REMAIN

**Governor Undecided About Calling
Special Legislative Session.**

GIVES TWELVE DAYS OF GRACE

**To Camp Here Three Weeks
While State Decides
Its Course.**

The subject is sometimes incorrectly suppressed in one deck when there is no subject in the preceding deck that can be understood for that verb; for example, in the following head there is no word in the first deck that can be taken for the subject of "was" in the second.

ARREST REVEALS DOUBLE LIFE

**Was Traveling Man and Burglar at
Same Time, Say Police.**

Often it is necessary to repeat in other decks with additional details or in more definite form the statement made in the first deck; for example:

TO TIE UP WHOLE OHIO LINE

Shopmen on Strike Threaten to Prevent Running of All Trains.

When such repetition is necessary for greater clearness, there is no objection to it, but to make several decks merely repetition in other words of the first is a not uncommon fault that should be avoided. If, for example, the foregoing head had been expanded into four decks by mere repetition, the result might have been the following head, in which but one fact is presented.

TO TIE UP WHOLE OHIO LINE

Shopmen on Strike Threaten to Prevent Running of All Trains

TRAFFIC TO BE AT A STANDSTILL

Strikers Say That No Freight or Passenger Service Will Be Possible Over the Road Affected.

Most newspapers prefer to have the statement in each deck grammatically independent of that in the preceding deck; that is, they avoid extending a statement through two decks. How such a continuous statement is sometimes made, however, is shown in the following head:

MORSE SAYS IT WASN'T FAIR

TO PUT HIS STORY IN THE HANDS OF GOVERNMENT AGENTS

Style in Heads. Rhyme and alliteration may be used to advantage on rare occasions, but generally this similar-

ity of sound produces a jingling result that is not pleasing. Originality and novelty can be given by choice and combination of words much more effectively than by the artificial means of similar sounds.

To make headlines as concise as possible the articles "a," "an," and "the" are omitted, and auxiliary verbs not absolutely necessary are suppressed. When articles and auxiliaries are convenient to fill out the line to the required number of units, they may be retained but should not be used at the beginning of a deck.

To give freshness and vividness to the head, the verb is usually put in the present tense even though the action is in the past; for example, "President Speaks in Cleveland." Future action is expressed by the infinitive or by the regular future form with "will"; for example, "President to Speak in Cleveland," or "President Will Speak in Cleveland."

The active voice of the verb is preferred to the passive because the active is more vivid and more concise. "Cornell Wins Intercollegiate Regatta," is better than "Intercollegiate Regatta Won by Cornell." When, however, the passive is required to give the more significant part of the statement prominence in the first part of the top deck it should be used in preference to the active. In the following head the important point is that the post office has been robbed, rather than the fact that it was robbed by tramps.

POST OFFICE ROBBED BY BAND OF TRAMPS

This head would be less effective with the active verb, since the robbery of the post office would then go into the second part of the deck, thus:

BAND OF TRAMPS ROB POST OFFICE SAFE

News value rather than rules must determine in any case whether the active or passive voice is desirable.

The use of abbreviations, likewise, cannot be fixed by rule. In general, only commonly used abbreviations, like "Dr.," "Prof.," "Mrs.," "Mr.," "St.," "Co.," are to be found in headlines. In particular cases, however, others are employed because they are convenient and clear. In Boston, for example, "Tech," as an abbreviation for the "Massachusetts Institute of Technology," is common, and the *Boston Herald*, therefore, used it to advantage in the head:

200 TECH MEN SEE YULE LOG BLAZE

During a long campaign for "immediate municipal ownership" in Chicago, the newspapers of that city used almost daily the abbreviation "I.M.O." So "L" for "elevated railroad" is perfectly clear to readers in New York, Boston, and Chicago. The names of states are not usually abbreviated, although "U.S." is frequent. Abbreviations like "auto," "taxi," and "phone" are so general that they are used without question in headlines.

Colloquial contractions like "can't," "we're," etc., although not common, may give the life and naturalness often well suited to a story, as for example in the following head:

ROCKEFELLER, HE'D HELP HER

So Mary Mayogian, Who is 12, Came
Here to See Him.

In the first deck short words are preferred, because in

rapid reading they are more easily grasped than long ones, and because two or three words in each part of the line make a better looking, more symmetrical head. To meet the need for short equivalents for long words that are generally accepted terms, new words have been coined and new functions given to old ones. For the long noun "investigation" and the verb "to investigate," the words "probe" and "quiz" are favorites with the headline writer. Long words like "criticize," "censure," "rebuke" give way to shorter ones like "hit," "rap," "flay," and "score." Other favorite short headline verbs are "scrap" for abandon, "flaunt," "flout," "bolt," "war," "slay," "laud," "aid," "raid," "urge," and "scout." The excessive use of any of these short words should be avoided. The concise but inelegant "nab" is a headline substitute for "arrest." The verb "peril," rarely used elsewhere, appears in heads as an equivalent for "imperil" or "endanger," as in "Shipwreck Perils Many." The verb "wed" is a convenient short form for "marry." Words condemned by good usage, such as "to suicide" and "to kill self," have found a place in the headlines of some newspapers because of their clearness and brevity.

Slang, likewise, on account of its conciseness, novelty, and colloquial character, is not infrequently found in heads, although some newspapers have a rule against its use. If the slang word or phrase is put in quotation marks, it is considered by some newspapers as less objectionable. All that may be said for or against slang in newspapers as a whole, applies with equal force to its use in heads. If the question of good taste is involved in the use of a slang word, the safe course is to avoid it.

The use of unemphatic words, like "of," "to," "for," "and," "but," "if," "a," "the," at the end of parts of the top deck is not desirable, as in this position they are given prominence and emphasis out of all proportion to their

importance. Typographical limitations and the exigencies of rapid headline writing, however, result not infrequently in their appearance in these positions. Whenever it is possible, they should be avoided at the end of parts of the top deck.

Figures in Heads. Some newspapers have a rule that numerical figures may be put into headlines only when they are absolutely necessary, an injunction that implies a very limited use of them, whereas the general practice clearly is to employ figures when they are the most effective means of conveying the important facts. Figures for numbers under ten appear less frequently in headlines, particularly at the beginning of a deck, but again the practice in regard to this usage is not uniform. Newspapers that have but one line in the top deck of their large headlines, not infrequently use figures below ten at the beginning or anywhere in the first deck. With the greater space of the drop-line head it is easier to avoid small figures.

The advantage of figures is seen in the following heads taken from representative newspapers:

(1)

**TO SELL 81 PICTURES
VALUED AT \$2,000,000**

(2)

**5,000 WOMEN MARCH
IN LABOR DAY PARADE**

(3)

**50-CENT BUTTER
SOON TO FOLLOW
MILK PRICE RISE**

(4)

| **WIFE, 89, ASKS DIVORCE** |
| **FROM HUSBAND OF 70** |

Names in Heads. Names of persons, places, and things, when they are important, may be given prominence in heads, just as they are in news stories. The news value of well-known places and prominent persons is as great in the head as it is in the lead. A proper name that is placed first in the lead may also be made the feature in the head. On the other hand, names of comparatively unknown persons and of little known places mean nothing to the reader and hence should not be played up in the top deck of a head. After a previously unknown name has appeared in the news for several days in connection with news that has been given considerable prominence, it is assumed that the reader has become familiar with it, and that it may be placed in the top deck. Proper names, like "Snow," "Hill," and "Cross," that might be common nouns or adjectives, when used in headlines may give rise to ambiguity and obscurity, as in the following first deck, "Snow in Chicago But Evades Police."

Divided Words and Terms. The division of words in headlines so that one syllable is in one part of the top deck and one in another part, is to be avoided. Similarly, hyphenated words, or two words constituting a name or term each word of which is not clear alone, should not be divided between parts of the top deck. The following four heads illustrate these undesirable divisions:

(1)

| **TROOPS SOON TO EM-** |
| **BARK FOR PANAMA** |

(2)

**CAMP PICKS ALL-
AMERICAN TEAM**

(3)

**CUT IN SCHEDULE
"K" IS PROBABLE**

(4)

**CURLERS PLAN BON
SPIEL IN MARCH**

Punctuation. Punctuation in headlines and sub-heads follows the accepted rules. When marks are not absolutely necessary for clearness, they should be omitted. In the first deck, and in cross-line heads, independent sentences not connected by conjunctions are separated by semicolons; for example:

**HATTERS GUILTY
OF BOYCOTTING;
FINED \$222,000**

In other decks dashes are usually used to separate independent, unconnected statements. Care should be taken to avoid a dash at the end of one of the parts of a deck. The use of the dash is shown in the following example:

HART PREPARES FOR YALE POST

**Professor Leases Residence at New
Haven—Expects to Go There
in the Spring.**

Headline punctuation in various forms is illustrated in the heads given below:

(1)

**GIVE UP WAR SPOILS?
"NO," SHOUT CHINESE**

(2)

**"THEATRE ON FIRE!"
CRY ON BROADWAY**

(3)

**WHITE DEMANDED
BRIBE, DECLARES
BLANER ON STAND**

(4)

**"GIVE BAD POLITICS
FRESH AIR"—WILSON**

(5)

NED TODD, GAMBLER, DIES

(6)

**WILL GIVE "PINAFORE"
WITH ALL-STAR CAST**

(7)

**ALL CITIZENS, BEWARE!
"HOLD-UP" MEN ARE OUT**

(8)

**TRUST WEAKENS;
DEALERS PROMISE
8-CENT MILK SOON**

(9)

"DON'T BUTT IN" MEXICO IS TOLD IN POLITE WAY

Methods of Building Headlines. The editor or copy-reader who is constantly writing heads comes to think unconsciously in headline units; that is, his daily practice makes it possible for him to frame readily statements of the essential facts that will fulfill the requirements of each deck of the head. Nevertheless, he always counts the units to be sure that the number is correct. For the beginner the process of building up the several decks of a typical headline is analyzed at some length in the following pages, in order to demonstrate the methods pursued.

The story selected for showing the process of headline writing has been taken from a newspaper that gave it a headline constructed on the following plan:

18 unit letters

18 unit letters

10 words, or

30 unit letters

25 unit letters

15 unit letters

23 unit letters

10 words, or

30 unit letters

25 unit letters

15 unit letters

FOREST RESERVE ACT IS DECLARED INVALID

State Supreme Court's Decision
Puts Tax Assessing Department In Dilemma.

MAY ENJOIN THE OFFICIALS

State's Attorney Wayne Threatens Action if Attempt is Made to Collect Levy.

The story for which the headline is to be written follows:

The city council finance committee last night unanimously agreed to a proposition made by Mayor Garrison to have a committee of experts decide each year how much money shall be spent in each ward for street cleaning and garbage and refuse collection.

The mayor said the plan could not be adopted this year, as the committee was engaged in making up the budget for next year and there would not be time.

The suggestion of the mayor came during the annual "squabble" of the committee over the ward appropriations. As usual every member was contending for an increase.

"I'll tell you, gentlemen," suddenly broke in Mayor Garrison, "this helter skelter method of making up ward appropriations should be discontinued. It is a system that is out of date and one that works an injustice on many sections of the city. I would suggest that we have a commission or a committee of experts begin next year, about three months before the committee begins making up the budget, and work out a scientific plan for the proper distribution of the street cleaning and garbage removal funds."

"I'm with you there," declared Aldermen Walters and Moran in unison, and every alderman around the table enthusiastically endorsed the proposition.

The work of making the ward appropriations was continued after the mayor's suggestions and raises were granted along the line.

In editing this story of the meeting of the city council finance committee, the copy-reader would get these four main points:

- (1) The mayor's proposal to the finance committee in regard to the allotment of ward funds was approved.
- (2) His plan is to have experts decide the division on a scientific basis.
- (3) The new method cannot be put into operation until next year on account of lack of time.
- (4) The fight, or "squabble," among the aldermen on this matter has been an annual one.

As the subject of the story is the "ward funds," the headline may be constructed around these words. The words "ward fund" contain $9\frac{1}{2}$ units, and the plural "ward funds," $10\frac{1}{2}$ units, which, on the basis of 18 units to be filled in each half of the first deck, will leave $7\frac{1}{2}$ or $8\frac{1}{2}$ units to be filled, according as the singular or plural

form of "fund" is used. If a verb is desired for the first half deck, the "dividing" or "allotting" of the fund expresses the idea involved; and, since the action is in the future, "to divide" or "to allot" (8 units each), or "will divide" or "will allot" (10 units each), are possibilities. The combination of these elements gives "To Allot Ward Fund" (18½ units) and "To Divide Ward Fund" (18½ units), either of which may be used for the first half of the top deck. This deck may be completed in the second half by introducing the second point; namely, that the allotment is to be made "on a scientific basis" (19 units), which can be reduced to 17 units by omitting the article "a." The result will then be as follows:

TO DIVIDE WARD FUND ON SCIENTIFIC BASIS

18½ unit letters

17 unit letters

Or the second point may be used in the form of the allotment's being made "with the aid of experts" (22½ units), which may be reduced to 18½ units by omitting the article "the." The resulting combination will be:

TO ALLOT WARD FUND WITH AID OF EXPERTS

18½ unit letters

18½ unit letters

If it is desired to emphasize the fact that the mayor has solved the ward fund problem, or has ended the "grab," or settled the "squabble," or dispute, or fight, these phrases may be arranged in the following forms:

(1)

WARD FUND PROBLEM IS SOLVED BY MAYOR

18 units

18 units

(2)

WARD FUND SQUABBLE IS SETTLED BY MAYOR

18½ units

19 units

(3)

FIGHT FOR WARD FUND IS ENDED BY MAYOR

19 units

17 units

(4)

GRAB FOR WARD FUND IS STOPPED BY MAYOR

18½ units

19 units

Still greater prominence can be given to the mayor by putting the word at the beginning of the first half of the first deck, but by so doing the real subject, that is, the ward fund division or wrangle, must go over into the second half. In this arrangement the forms would be:

(1)

MAYOR HAS SETTLED WARD FUND WRANGLE

17 units

18 units

(2)

MAYOR PUTS AN END TO WARD FUND SCRAP

17½ units

18½ units

(3)

MAYOR'S PLAN SOLVES WARD FUND PROBLEM

19 units

18 units

If more emphasis is desired for the point that experts are to settle or decide the ward fund division or fight, these statements may be combined as follows, but again the real subject, by going into the second half of the deck, is less conspicuous:

(1)

EXPERTS WILL DECIDE	18½ units
WARD FUND DIVISION	17 units

(2)

EXPERTS WILL SETTLE	19 units
FIGHT FOR WARD FUND	19 units

These various forms for the top deck show some of the possibilities of variety of emphasis and tone in the headline. As the first half of the top deck is more conspicuous than the second, the most significant part of the statement should, if possible, be placed in the first half. Consequently those forms in which the idea of the allotting or dividing of the ward funds is placed first, would generally be preferred. The words "squabble," "scrap," and "grab," although colloquial and inelegant, might be admissible to characterize effectively the situation growing out of the efforts of each alderman to get the most for his own ward, if the circumstances of the dispute were undignified.

The other decks of the headline for this story may be constructed to follow any one of these top decks, but, for convenience, only two of the top decks will be used for illustration. If the one chosen is "To Divide Ward Fund On Scientific Basis," it may be developed by the other points already given (page 336); that is, (1) The mayor's

proposal was approved by the finance committee; (2) The division is to be made by experts; (3) The method cannot be put into operation until next year for lack of time; and (4) The fight on the matter has been an annual one. The second deck, a bank of ten words, should explain the "scientific basis" of division and give the action of the finance committee by which this plan was determined upon, both of which points may be stated in the following forms:

(1)	11 words
City Council Finance Commit-	27 unit letters
tee Will Let Experts Settle	27 unit letters
Problem Next Year.	17½ unit letters
(2)	12 words
Plan to Let Experts Fix Amount	30 unit letters
Given Approval by Council	25 unit letters
Finance Committee.	17 unit letters

The third deck, a cross-line, which, because of the size of type, is next in prominence to the top deck, should contain the mayor's part in the solution, and within the limits of 23 unit letters, this may be expressed in the following forms:

(1)	[PROPOSAL MADE BY MAYOR]	23 units
(2)	[MAYOR PROPOSES SOLUTION]	23 units
(3)	[PLAN IS OFFERED BY MAYOR]	24 units
(4)	[MAYOR ENDS THE SQUABBLE]	23½ units
(5)	[MAYOR PROPOSES THE PLAN]	23½ units

If the third or fifth forms are used, they should not be combined with the second form, "Plan To Let Experts, etc.," suggested for the second deck, because of the repetition of the word "plan."

For the fourth deck, another bank, the idea that the dispute is an annual one, and, if not already used, the point that the plan is going into effect next year, may both be expressed within the twelve-word limit, which is the same as that for the second deck, as follows:

(1)	12 words
New Method Will End Annual	27 units
Dispute of Aldermen Over	24 units
Allotment of Money.	18 units
(2)	11 words
Annual Squabble of Aldermen	27 units
Over Street Cleaning Money	26 units
Ends Next Year.	14 units

In complete form with one of each of these possibilities chosen to avoid repetition, the head will read:

TO DIVIDE WARD FUND ON SCIENTIFIC BASIS

City Council Finance Committee
Will Let Experts Settle
Problem Next Year.

MAYOR PROPOSES THE PLAN

New Method Will End Annual
Dispute of Aldermen Over
Allotment of Money.

If the first deck chosen is one of the forms in which the part played by the mayor in the solution of the problem is emphasized, the other three decks could be so composed as to include the other points, without repetition, as follows:

WARD FUND PROBLEM IS SOLVED BY MAYOR

**Plan to Let Experts Fix Amount
Given Approval by Council
Finance Committee.**

**TO TAKE EFFECT NEXT YEAR
Allotment on Scientific Basis
to Replace Annual Squabble
of the Aldermen.**

Heads of Several Columns. Although the principles of headline building have been considered thus far only with reference to one-column heads, they apply equally to those of more than a single column. Since heads extending over several columns are usually set in type of a correspondingly larger size, the number of units is approximately the same as in one-column heads. Top decks extending over two or three columns frequently have one-column banks and cross-lines. Two-column top decks, however, may be followed by a two-column bank of either the pyramid or hanging-indentation type. These heads of several columns may be set in capitals or in capitals and lower case, and may be in Roman or Italic type. A head that extends across the top of a whole page is called a banner, streamer, or ribbon. It may be set in Roman or Italics, and may consist of a single line, or a two-, three-, or four-part drop-line in capitals, or in capitals and lower case. The news story for which the banner head is written is placed in the

right-hand column of the front page and is often preceded by a regular top-of-the-column, front-page headline in addition to the banner. Sometimes in a two- or three-part drop-line banner head, each part, or line, presents the news in a different front-page story.

Jump-Heads. When a story is continued from one page to another, except when it runs on from the last column of the first page to the first column of the second page, a jump-head, or "run-over" head, is placed above the continuation. This jump-head may be either the top deck of the original head set in the same size type or in smaller type, or an entirely new head expressing the same idea as the original head. The example below illustrates the jump-head that is different from the head at the beginning of the story.

(1) *First Page Head*

FLAMES END LIVES OF TWO BABY BOYS

Children in Different Parts of City
Meet Horrible Death at
the Same Time.

BONFIRE IS FATAL TO ONE

The Other, Left With Sister, Is
Found Blazing in Home by
Passersby.

(2) *Jump-Head on Third Page*

FIRE ENDS BABIES' LIVES

Continued from Page One

At the point where the story breaks off a dash is inserted followed by such a statement, usually in parenthesis, as "Continued on Page Three," or "Continued on Page 3, Column 7," set in Roman or Italics of the body face. Sometimes this explanation is set in bold face type without a parenthesis. Between the jump-head and the continuation of the story are inserted such statements as "Continued from Page One" or "Continued from Page 1, Column 6," set in the same form and type as the explanation given where the story is broken off.

Subheads. Besides writing headlines for stories, the copy-reader inserts subheads at intervals to break up the solid masses of type unrelieved except by paragraph division. These subheads facilitate rapid reading.

The subhead, which is set either in bold face capitals or in bold face capitals and lower case, is like a cross-line head that does not fill the entire column width. The subhead should be an announcement in three or four words of the most significant point in the section of the story that it precedes. The same limitation as to the number of units exists as in any cross-line head. In a story of some length subheads are placed at intervals of about 200 words, and in shorter stories at intervals of from 100 to 150 words. When subheads are inserted in a story, the general rule is that there should be at least two. The insertion of these subheads at comparatively regular intervals makes for symmetry of effect. Significant matter in the story, or an important change of topic, warrants a subhead, regardless of the regularity of the interval. It is generally considered preferable not to place a subhead immediately after a sentence ending with a colon and introducing a quotation, because the subhead delays the introduction of the quotation and appears to be part of it. This difficulty can usually be avoided by placing the subhead just before the introductory sentence.

In the matter of subheads, as in all details of headline writing, the copy-reader should study and follow the practice of the paper on which he is employed.

SUGGESTIONS

1. Get the important facts of the story clearly and accurately in mind before writing the head.
2. Study carefully each kind of headline to find out its possibilities and limitations.
3. Give the story a headline proportionate in size to its importance.
4. Base the head as far as possible on the facts in the lead.
5. Have the tone of the head in keeping with that of the story.
6. Don't make the head a comment on the news.
7. Avoid hackneyed words or phrases.
8. Make the statement in each deck clear, concise, and specific.
9. Put the most significant fact into the first deck.
10. Use short, specific words in the first deck.
11. Count the unit letters and spaces in every deck.
12. Don't try to crowd in more units than the space will permit.
13. Don't fill out a short line with weak words.
14. Make clear the relation of the statement of each deck to that in the preceding deck.
15. Use only such abbreviations as are commonly found in heads.
16. Omit articles and unnecessary auxiliary verbs whenever it is possible.
17. Punctuate only when clearness requires it.
18. Use figures when they are the significant facts.
19. Avoid repetition of words other than connectives.
20. Use the present tense of the verb for past events and the infinitive or future tense for coming ones.
21. Keep the tenses uniform throughout the head.
22. Avoid libelous statements in headlines.
23. Remember that many persons read only the headlines on much of the news.
24. Make "Accuracy Always" your headline motto.

PRACTICE WORK

Criticize the following heads and rewrite each, retaining as far as possible the ideas and point of view of the original:

(1)

HURT IN AUTO CRASH QUITTING HOSPITAL

Woman Patient is Injured in
Collision Fifteen Minutes
After Release

(2)

GOTHAM WORKERS PLANNING STRIKE

Demanding the Abolishment
of Sweat Shop and General
Increase in Wages.

NEW YORK, Dec. 22. — The largest of a series of general strikes of 200,000 garment workers in this city will probably start this week following the counting of a secret ballot of 125,000 workers who have just completed the vote. The abolition of sweatshop conditions in the trade and a general increase in wages are demanded.

(3)

TAXES MUST BE PAID BY JAN. 31

Public Can Get Extensions on City Assessments, However, by Applying Under a Special Law Passed by the Last Legislature.

COLLECTION TO BEGIN
AT 9 A. M., TOMORROW

The collection of city taxes will be started at 9 o'clock tomorrow morning by City Treasurer John R. Greene.

"All county and state taxes must be paid by Jan. 31," said City Treasurer Greene yesterday. "But an extension of six months on city taxes will be granted to those applying, under a law passed by the last legislature."

(4)

RIVERS IN GOTHAM FOR CROSS SETTO

Little Mexican, in Great Condition, Announces That He Will Surely Put the Quietus on the Hard Hitting Dentist.

NEW YORK, Dec. 28. — Joe Rivers, the Mexican lightweight, accompanied by his manager, Joe Levy, his brother, Andy Rivers, and his trainer, Abdul the Turk,

arrived in this city Friday night. Rivers is scheduled to fight Leach Cross, at the Empire A. C. on Jan. 14, instead of Jan. 8.

(5)

THINK PARLAPIANO'S ACT IS JUSTIFIABLE

**Court and District Attorney Tes-
tify Belief That Prisoner Was
Victim of Circumstances.**

BOUND OVER TO NEXT TERM

Although the district attorney and judge of the District court testified their belief, supplementary to the arguments of the counsel for the defense, in the justifiableness of the crime, it was found necessary to bind over Vito Parlapiano, alleged murderer of Michael Perricone.

(6)

IN PRISON GLOOM AWAIT THEIR DOOM

**Thirty-eight Convicted Labor
Officials Will Learn Their
Fate Wednesday.**

WILL APPEAL EACH CASE

(7)

STATE SOLONS PLAN MANY NEW STATUTES

Water Power, Public Service and
Income Tax Questions Will
Receive Attention.

CHAPTER XIII

PROOF-READING

How Proof is Corrected. After copy has been set up in type, the type is put into a long, narrow metal tray called a "galley." On a small hand or power press a printed sheet of each galley is made, or "pulled," called a "proof," or "galley proof." To "pull a galley proof" is to make a printed copy of the type in the tray.

Each "proof" is carefully compared with the copy so that any errors made by compositors or operators in setting up the copy may be discovered and corrected. On most newspapers the proof is corrected by proof-readers employed for the purpose, and the proof-reading room is connected with the composing room. Each proof-reader either is assisted by a copy-holder who reads in a monotone everything in the copy including punctuation, capitalization, and paragraphing, so that the proof-reader may see whether or not the printed form corresponds exactly to the copy; or he works alone, comparing the proof with the copy whenever he is in doubt. In smaller offices editors and reporters read proof, comparing the printed form with the copy only when it is necessary. Even when proof is corrected by proof-readers, the managing editor and other editors generally go over the proofs in order to make any changes that they deem desirable. Every one on a newspaper, therefore, should know how to correct proof, so that he may be able to do this work quickly and accurately when occasion demands it.

By the use of a few marks and signs it is easy to indicate clearly just how proof is to be changed and corrected. The least possible change should be made because every correction means a loss of time. When linotypes are used,

every change makes necessary the recasting of one whole line at least. Accordingly, when one or more words have been inadvertently omitted and must be inserted, effort is made to cut out other words of about the same length and not absolutely necessary in the same line, in the preceding line, or in the following one, so that not more than one or two lines will have to be recast or reset to make room for the added words. Likewise, when one or more words must be taken out, others should be inserted in the same line or adjoining lines to fill up the space.

As in the editing of copy, so in the correcting of proof, the changes should be indicated in a manner that makes unmistakable to the compositor the exact character of the modifications. Confused correction of proof, like poor editing of copy, causes loss of time and increases the probability of error.

Beginners in newspaper work are likely to confuse the methods of editing copy with those of proof-reading. The distinction between them lies in the fact that in copy-reading the purpose is to show how the copy is to be set in type, whereas in proof-reading the object is to indicate how the type already set is to be changed.

Errors in proof are most readily detected if a card is used to cover all lines except the one that is being corrected. The card is moved down from line to line as each is read and corrected. By having but one line before him at a time and by scrutinizing sharply every word, the reader more readily catches any errors.

Marks Used in Correcting Proof. The proof-reading signs and marks, grouped according to their use, are as follows:

Paragraphing

¶

Begin a new paragraph.

no ¶

Don't begin a new paragraph.

Run in. Make one element follow the other in the same line.

Spacing

- ✓✓✓ Correct uneven spacing between words.
- # Put in space.
- (Reduce the space.
-) Close up by taking out all the spacing.
- # Close up but leave some space.
- ⌒ Push down a space that prints.
- /// Put in thin spaces between letters, i.e., "letter space."

Position

- [Move to the left.
-] Move to the right.
- ⌈ Move up.
- ⌋ Move down.
- Indent one em.
- || Make lines parallel.
- = Make letter align.
- ⊖ Turn over element that is upside down.
- tr. Transpose order of words, letters, or figures.

Kind of Type

- Rom. Change to Roman type.
- Ital. Change to Italic type.
- Cap. Change to capital letter.

A.C.

Change to small capital letter.

L.C.

Change to lower case, or small, letters.

B.F.

Change to black, or bold face, type.

w.f.

Substitute type from regular font for that of wrong font.

X

Substitute perfect for imperfect type.

Punctuation

⓪

Insert period.

⁂

Insert comma.

⁂

Insert semi-colon.

⓪

Insert colon.

⁂

Insert apostrophe.

⁂

Insert double quotation marks.

⁂

Insert single quotation marks.

/—/

Put in one-em dash.

/—/

Put in two-em dash.

/=/

Put in hyphen.

?

Put in question mark.

!

Put in exclamation point.

Insertion and Omission

^

Put in element indicated in margin at place shown by caret.

Q

Take out element indicated.

stet

Don't make change indicated; let it stand as it is.

.....

A line of dots is placed under the element that is to remain as it is.

Uncertainty

Qu. ? Look this up to see whether or not it is correct.
Out, See what has been omitted in proof by comparing
see copy. with the copy.

Abbreviation

Spell out Substitute full form for abbreviation.
figures Substitute numerical figures.

How Marks are Used. For every correction to be made in proof, two marks are used, one in the margin opposite the line in which the change is desired, and the other at the point in the line where the change is to be made. The mark in the margin shows the character of the change; that in the line, the place of the change. The marginal mark and the line mark may be connected by a line. This method is often used when there are not more than two corrections in a line, for then the line can be drawn from the place of one change to the left-hand margin and from the place of the second change to the right-hand margin. When the marginal mark and the line mark are not joined, the marks in the margin are placed opposite the line in which the changes are to be made, in the order in which the line marks appear in the printed line, each marginal mark sometimes being set off by an oblique line slanting from right to left. In both methods the important consideration is to make absolutely clear just what is to be changed and just how it is to be changed.

After the corrected proofs are returned to the composing room, they go to a linotype operator, who, noting each mark in the margin and referring to the point in the printed line to which it applies, makes the change by casting a new line, or if necessary several lines. When all

the corrections in one proof sheet have been completed by the linotype operator, the newly cast correct lines are wrapped up in the proof sheet and are taken to the galleys of type. There a man, by running his eye down the margin of the corrected proof, finds the first line in which there is a correction, and after lifting out the incorrect line, inserts in its place the new, corrected line. Thus the marginal marks serve the double purpose of showing the linotype operator how to cast the line in correct form and of indicating to the bankman where to substitute the correct line for the incorrect one. The importance, therefore, of having marginal proof marks unmistakable, is obvious.

How proof is corrected is shown by the following example, in which for the purpose of illustration some marginal marks are joined to line marks with a connecting line, while other marginal and line marks are unconnected.

Greenwich, Conn., Jan. 10. Buried under an overturned automobile in a shallow stream, Harry B. Green and George P. Reynolds narrowly escaped death early to day near Wintonville Bridge between Greenwich and Littlefield. Jackson Wells, who was driving the car, succeeded in getting out of the water and summoned some twenty men at work on the nearby railroad. They raised the overturned machine and rescued Green and Reynolds. Both were badly bruised and were removed to St. Mary's hospital. The sandy bed of the stream into

= which their bodies were forced by the
 the weight of [^] machine [^] no doubt [^] saved them o/,
 from serious injury.

The men were hurried under the ma- buried?
 || chine following a sudden swerve into a
 stone wall when Jackson the chauffeur [^] wells, /,
 took his hand off the ~~steering~~ wheel.

The impact caused the automobile to no #
 bound back and then turn over into the
 || stream.

"Green and Reynolds were almost ex- tr.
 hausted and were just able to keep their
 heads above the water under the ton-
 neau when we released them [^] said the 2/
 chauffeur. "The machine [^] is a complete 1/
 tr. wreck"

SUGGESTIONS

1. Read proof word by word.
2. Cover with a card all lines following the one being read.
3. Always compare with copy all names, figures, and unusual terms.
4. Put all correction signs in the margin of proof.
5. Indicate clearly the element to be changed.
6. Make changes and corrections so that they cannot be misunderstood.
7. Watch for errors in punctuation.
8. Be on the lookout for omission of quotation marks.
9. Put in one or more words to fill space created by taking out other words.
10. Take out one or more words to make room for those inserted.
11. Make only such changes as are absolutely necessary.
12. Read proof accurately and rapidly.

CHAPTER XIV

MAKING UP THE PAPER

Importance of the Make-up. Although the editing of a newspaper is often regarded as completed when the managing editor has passed upon the proofs of all the matter that the paper is to contain, yet the arranging of this material on the various pages, the so-called "making up," still remains to be done in the composing room under the direction of one of the editors. Well-edited newspapers in their make-up aim (1) to give prominence to news in proportion to its importance, (2) to make the different parts of the contents easy to find and easy to read, (3) to give pages an attractive appearance, and (4) to create a desire to purchase the paper by displaying interesting news on the front page.

The whole character, tone, and influence of a paper are determined by the kind of news that it features in its make-up. By displaying prominently news of accidents, crime, vice, and scandal a paper becomes a veritable "chamber of horrors." Such a paper inevitably gives its readers a distorted view of life. Read in large cities and adjacent industrial centers by hosts of unassimilated or partially assimilated aliens who are unfamiliar with American ideas and ideals, these sensational papers tend to mislead them and to encourage a disregard for the law. A paper, on the other hand, that plays up significant news and subordinates those news stories of unexpected occurrences that have little or no significance to its readers in their home or business affairs or in their relations as citizens, not only gives a more accurate impression of human activities, but furnishes a sound basis of public

opinion. A newspaper that aims to be read in the home needs to consider carefully the effect of make-up on its character and its influence. In the last analysis, the make-up of a paper is determined by the way it defines news and the standards it sets for news values.

Since newspapers are read rapidly, the arrangement of the contents should be such that readers can find quickly what they are most interested to read. Except for the front page, where are placed all kinds of the most important news, large papers group on separate pages local, foreign, political, sporting, and financial news, where it can be readily found. To what extent this grouping of various kinds of news should be undertaken by all newspapers is an interesting question. That readers who have become accustomed to the make-up of the papers they read regularly often express dissatisfaction with papers they pick up only occasionally, because, as they say, they cannot find what they want, is an important point to be considered in connection with make-up.

A good make-up in which the contents are well displayed is also easier to read than one in which the arrangement is less carefully worked out. In this connection arises the question as to whether or not the breaking over of a number of stories from one page to another is an aid or an obstacle to rapid reading. Because pictures yield their meaning more readily than printed matter, the number and the arrangement of cuts with reference to what they illustrate must be considered in make-up. The arrangement of the editorial page and of the feature pages also affects the readability of these parts of the paper. Every device in newspaper make-up that makes rapid reading easier should be constantly employed.

The attractiveness of the arrangement of material on each page should be taken into account in making up a paper. A page that by its make-up pleases the eye is

unquestionably desirable. Contrast, balance, and some degree of symmetry make for greater attractiveness than does an irregular, jumbled arrangement. Although artistic typography has never received nearly so much consideration in newspaper making as it has in other printing, some of its principles, at least, can be applied to advantage in newspaper make-up.

That the front-page make-up influences the street sales of newspapers is generally accepted. Interesting news well displayed undoubtedly attracts purchasers. What has been said in Chapter XII regarding the advertising value of first-page headlines applies equally to front-page make-up. The upper half of the front page, which is all that is visible of a paper when it lies on a news-stand, should be so made up that it will attract the eye of possible purchasers.

Although the average reader does not analyze his preference for one particular paper over others, the prominence given to various kinds of news, the ease with which he can find and read what he wants, and the attractiveness of the news, editorial, and feature pages, all play a part in that preference.

How the Make-up Varies. Newspaper practice regarding the make-up of the different pages varies as greatly as it does in the case of headlines. There have been notable changes in make-up during the last thirty years. For many years the standard newspaper form was the seven-column page, with one-column heads in moderate size type placed in the first, third, fifth, and seventh columns of the front page and on other news pages except where advertisements interfered with this arrangement. The advent of so-called "yellow journalism," with its headlines in large, heavy type extending from two columns to full page banners, its bizarre, irregular make-up, and its double-column editorials in bold-face type several points

larger than the usual body face, marked the beginning of a new era in newspaper make-up. These typographical innovations gradually affected the heads and make-up of many papers that were in no way sensational. The change from a seven-column to an eight-column page upset the former symmetrical alternation of large and small heads at the top of the columns. The importance of the news during the World War called forth banner heads, as well as two-, three-, and four-column headlines, with such frequency that after the war many papers continued to use these devices more or less regularly. The more extensive use of half-tone cuts for both news and features, as well as the introduction of the so-called "comic strip," brought in new factors in make-up. All these influences have produced a new type of make-up quite different in many respects from the former type. The result has been greater variety in make-up, so that it is difficult to set up any one form as the standard.

Contrast and Symmetry. Despite this lack of uniformity, the two underlying principles governing the arrangement of reading matter and cuts are those of contrast and symmetry. A headline to stand out must be in contrast with other heads in the adjacent columns. A one-column head, for example, placed between two smaller heads or two larger ones contrasts with them. Again, a two-column *Italic* head between two one-column *Roman* heads stands out by contrast. Cuts also may furnish the contrasting element. In short, any two different forms placed side by side are generally more effective in make-up than two similar ones.

Although symmetry is not so pronounced in newspaper make-up as formerly, it has not been abandoned entirely. A considerable degree of balance is still maintained in many papers. The front page of an eight-column paper, for example, may be made symmetrical by placing the

one-column, top-of-the-page heads in the first, third, sixth, and eighth columns, with smaller heads in the second and seventh columns, and with a two-column cut or a two-column *Italic* head in smaller type in the two middle columns, the fourth and the fifth. A banner head across the top of the page just above these heads does not destroy this symmetry. So, also, two-column heads in the first and second and the seventh and eighth columns, with one-column heads in the third and the sixth columns and a two-column cut or contrasting head in the middle columns, produces a very symmetrical front-page combination. One- and two-column boxed stories with comparatively small heads within the box may be used for contrast with larger heads or cuts to give symmetry.

Even when a perfect balancing of elements is not undertaken, the make-up need not be entirely unsymmetrical. Although a two-column head on the left-hand side of the page does not balance perfectly a three-column head on the right-hand side, the combination is somewhat symmetrical. Unquestionably a partially balanced page with contrasting elements is more pleasing to the eye than one without any regularity of form.

Positions of Prominence. The most important news is usually placed in the last column to the right on the first page. The two reasons for this are: first, that a long story in this column can run on continuously to the first column of the second page; and second, that as the papers lie on the news-stand the right side of the first page is most conspicuous. For the latter reason, the tendency is to put cuts and cartoons on the right half of the front page. When a banner head is used across the first page, it almost always is written for the story in the last column. If there are two very important stories carrying larger heads than the others, the one second in importance is placed in the first column, partly because, as the paper is read, the first

column is prominent, and partly because this arrangement produces a balanced effect. In fact, on papers in which all the front-page, top-of-the-column heads are of about equal size, the practice sometimes prevails of putting the biggest news in the first rather than in the last column. On all other pages the first column is considered the most conspicuous. Hence, if banner heads are used on inside or back pages, they are written for stories to be placed in the first column.

The plan originated by the "yellow journals" of giving prominence to the editorial page by making it the last page, has been taken up by other papers that are in no respect sensational. Most papers, however, still follow the tradition that goes back to the beginning of the leader, or editorial, in English journalism, which was that the editorials should appear on the left-hand page in the middle of the paper,

"Breaking Over" Front Page Stories. In order to preserve the alternation of large heads with smaller ones on the front page, as well as to get as much of the most important news as possible on this page, long stories with large heads are continued from the first page to one of the inside pages. One column of these stories, or often only one-half or two-thirds of a column, is put on the first page, according to the make-up of the lower half of the page, and the remaining part is put with a jump-head on an inside page. When a story is "broken over" from the front page, a dash or rule is put at the end, with the words "Continued on third page" beneath, if the break is at the end of a column; and a dash, or rule, and these words followed by another rule are used if the break is not at the end of a column, the purpose of the second rule being to set off the explanation, "Continued on third page," from the following matter. The jump-heads, as was shown in Chapter XII, are of several kinds; (1) a reproduction of the whole of the

original head, (2) a reproduction of the top deck of the original head, or (3) an entirely new head, usually in smaller type than the original one.

In spite of these aids to the reader it is frequently difficult in rapid reading to find and follow the continuation of stories that are broken over from one page to another. Many readers, of course, do not read the continuation, but for those who do, broken-over stories are often irritating. It is certainly true that the smaller the number of stories that are continued from page to page the more easily can the paper be read.

Grouping News. Various kinds and forms of news matter are grouped in various ways. Local, state, national, and foreign news is often arranged, each kind on a separate page, as is also the society, the sporting, and the market news. Short one-paragraph news stories, usually with one line of type for a head, are often assembled under such heads as "City News in Brief," "News of the State," "Sporting Gossip," and are arranged in order of size, the smallest being put first, or vice versa. The society news is also frequently arranged in order of size, the longest stories being put at the beginning. In some papers, the heading of these one-paragraph stories, instead of being a separate line, forms a part of the first line and is separated by a dash from the beginning of the story, which fills the remaining third or quarter of the first line. Every arrangement that tends to make it easier for a reader to find what he is interested in saves his time and aids rapid reading.

The Make-up Page by Page. The pages that contain little or no live news matter are made up as far as possible in advance of the first edition of the paper, so that they will be out of the way when the news pages are to be arranged. The editorial page, and special pages such as the woman's page, the theatrical page, the continued story or feature page, can usually be made up, stereotyped, and put on the

press ready for printing before the news pages are made up. The first page is, as a rule, made up last, so that all of the very latest news may be given a prominent place. Evening papers that make a special feature of the financial and market page, make up that page last, in order to print the closing quotations of the day and to get the papers out on the street as soon as possible after the closing hour of the exchanges.

Preparing for the Make-up. Although the actual process of making up takes place in the composing room, the make-up plan is prepared in advance in the editorial rooms. The night editor on a morning paper, or the news editor on an evening paper, in planning the arrangement of reading matter, has before him "dummies" of the pages on which advertising is to appear, with a statement of the amount and the position of advertising on each page. These data furnished by the foreman of the composing room show how much space is available for reading matter and where it is available. The foreman's statement also shows what cuts are ready for use in connection with reading matter and what space they fill. From the city, telegraph, sporting, and special department editors he receives similar statements as to the amount of space that they will require, with a list of the stories that they have in hand. With all these data, he prepares a schedule, showing in decimal fractions of columns just what is on hand for publication. After consulting with the managing editor, the city editor, and the telegraph editor regarding any readjustments of space that seem desirable or necessary, he is ready to begin making a "dummy," or detailed lay-out, of each page. A printed form ruled off into eight columns is used to prepare the dummy. On this form he indicates the position and space to be occupied by each story and cut, after he has marked out the places reserved on the foreman's dummy for advertisements. As he

places each story in its place in the dummy, he scratches its name off the schedule, so that he may not inadvertently leave out anything.

In the Composing Room. Meanwhile in the composing room the advertisements in type have been placed in the iron frames, or "chases," on steel-topped tables, or "turtles." Each chase is large enough to contain the type for one page of the paper. The table on which the chase is placed is mounted on casters, so that it can be rolled to the stereotyping room after the chase has been filled with type and the page "form" closed, or locked. These tables are lined up in rows ready for the coming of the editor who is to direct the make-up.

With the dummy of each page and the galley proofs of the available matter, the night, or news, editor goes to the composing room, where he directs the "make-up" men of the composing room staff in their work of putting the type into the places allotted. The make-up men, under the direction of the editor, lift the type of each story with its headline from the galleys into the column assigned to it in the page dummy. As important news stories come in and are set in type after the dummy was made, and as additions and changes must often be made in stories provided for in the dummy in order to incorporate in them the latest phases of the news, considerable readjustment of the original arrangement is frequently necessary. To make room on the front page for a big piece of late news, it is necessary to discard entirely, or "kill," a less important story, or to cut it down and relegate it to an inside page. In cutting down a story in type, the last paragraphs may be thrown away, or paragraphs in the body of the story may be taken out. Even at the last moment, after the front-page form is closed and is ready to go to the stereotyping room, it may be "ripped open" for the insertion of an important late news story.

Although many pages remain intact from one edition to another, others must go through this process of being made up with each new edition. This requires new dummies, more readjustment, the killing of some stories, the cutting down of others, and rearrangement of much if not all the material on the pages made over.

On smaller papers with fewer pages it is not necessary to make up detailed schedules and dummies. The managing editor simply keeps a rough list of what is available and, with the proofs as a basis, directs the make-up himself. He indicates where the important stories are to go and allows the make-up men to fill in the shorter matter until the columns are of the necessary length. The experienced editor can picture in his mind the appearance of every page in print, as he directs the arrangement of masses of type, the cuts, and the headlines.

Making Up Different Editions. As every large newspaper prints several editions, the page forms, after being stereotyped, are returned to the composing room to be made over for the next edition. On a morning paper the first edition, intended for places at a considerable distance, is made up to leave the composing room about 9.30 in the evening. A second mail edition follows this at about 11.30 P.M., another at 1.30 A.M., and the regular city edition at about 3.30 A.M.

On an afternoon paper the first edition may be made up at 6 o'clock in the morning, and other editions may follow at intervals of about two hours throughout the day. Generally, however, the noon edition, made up about 10.30, is the first. This is followed by a mail edition made up at about 12.30; by the home edition for distribution by carriers made up at 2.30; and by the market edition made up at about 3.15, or as soon as the closing quotations are received from the leading exchanges all over the country. The sporting extra, following the market edition, is made

up the instant the complete score is received of the baseball game in which the local team played, or whenever the result of the most important sporting event of the day is announced. Following the sporting edition, many afternoon papers get out a special mail edition, dated the following morning, for distribution to distant points in competition with the earliest mail edition of the morning papers.

In making up the several editions, it is desirable to change as few pages as possible in order to save time and to avoid additional stereotyping. When arranging the news on the inside pages for the first edition, the editor can make up some of the news pages so that they need not be made over for several editions at least. The front page is made over for each edition, and usually one or two inside pages. As the value of news changes considerably in the five or six hours between the first and the last editions, the longer stories with large heads that occupy prominent places on the front page in the earlier editions are often cut down, given smaller heads, and put in less conspicuous places when later news requires the best position. Front-page stories of the first editions often go over into the inside pages with headlines unchanged, sometimes with the story cut down and sometimes in the original form. Often only the top deck of the head is rewritten to be set in smaller type, and one or two of the decks are cut off to reduce the size and prominence of the head.

Composing-Room Terms. In the composing room the editor in charge of the make-up finds a number of technical terms in common use in addition to those pertaining to type that are explained in Chapter XI.

When all the "takes," or pieces, of copy have been given out to the linotype operators or compositors, the copy is said to be "all in hand"; when it is all in type, or all set, it is said to be "all up." Each operator puts a "slug"

containing his number at the beginning of matter that he sets as his take. Advertisements are set in the part of the composing room known as the "ad alley." Matter set by hand or on a linotype machine is arranged by "bankmen" in proper order in galleys on a "bank," or sloping shelf. After type has been used or has been killed, it is "distributed" by hand, letter by letter, into the cases. Linotype slugs, and usually all type smaller than 12-point that is cast on a monotype, are thrown into the "hell-box" to be taken to the stereotyping room and melted up, so that the metal can be used again.

Page forms are made up on the "stone," a smooth table top, formerly of stone, now of metal. Forms are "justified" to make all of the columns exactly the same length by inserting leads here and there between the lines when a column is too short, and by taking out a few leads when it is too long. After being "justified," the forms are "planed down," or leveled, with a "planer," or wooden block, which is tapped with a mallet to force all type and cuts down to the level surface of the stone. Type that does not stand squarely on its base is said to be "off its feet." The forms are "locked" by means of screws, or of wedges known as "quoins." After the first page form is thus "closed," it may have to be "ripped open" for late news. The forms are "put away" when they are sent to the stereotyping room.

SUGGESTIONS

1. Observe carefully the make-up of representative newspapers in different parts of the country.
2. Study the make-up of your own paper.
3. Display the important news in a conspicuous position on the front page.
4. Arrange the front page to secure as much symmetry as possible.
5. Put the most important news story in the last column of the first page.

6. Place the second best story in the first column of the front page.
7. Break over into the inside pages front-page stories of more than a column in length.
8. Alternate large and small heads at the top of the columns for contrast.
9. Remember that the upper right-hand quarter of the first page is the most conspicuous.
10. Group on separate pages market, society, sporting, state, foreign, and other distinct kinds of news.
11. See that all guide lines are taken out when the type is assembled in the form.
12. Don't use any matter before it is "released."
13. Have some good two- or three-line "fillers" on hand.
14. Don't "hold over" or "kill" really live news matter.
15. Remember that the number of street sales depends considerably upon the make-up of the front page.
16. Don't give your readers a distorted picture of the day's events by playing up only sensational news in the make-up.
17. Give prominence to significant news.
18. Make every page as attractive as possible in appearance.

CHAPTER XV

THE FUNCTION OF THE NEWSPAPER

The Newspaper Worker and His Work. Any discussion of newspaper writing and editing would be incomplete that did not consider the function of the newspaper and the relation of the newspaper worker to that function. Thus far in this book, in presenting methods of newspaper making, the primary object has been to explain and exemplify current practices in journalism and only incidentally to point out some of the ultimate purposes and results of such methods. It is evident, nevertheless, that unless the reporter and the editor, consciously or unconsciously, set up for themselves ideals based on their conception of the function of the newspaper, they have no standards by which to measure the character of their work. Merely to accept existing methods without analyzing them to determine their results, is to overlook their underlying purpose. Not until a reporter or an editor realizes the effect that his news story or his headline produces upon the opinions, and hence upon the lives, of the thousands of persons who read it, does he appreciate the full significance of his work. Ideals and standards for any kind of work appeal much more strongly to the average worker when he knows the ultimate effect of what he is doing.

Although newspapers, as a whole, are better than they have ever been in the past, no one will assert that they are as good as they might be. Improvement in them can be brought about most rapidly through conscious effort on the part of writers and editors who understand thoroughly both the function of the newspaper in modern society and the obstacles to the successful performance of that function.

Better newspaper writing and editing can be achieved only through a constant struggle against obstacles.

Fortunately for the possibility of improvement, few details of journalistic practice are so definitely established that they cannot be changed. More effective forms for news stories, headlines, make-up, and every other part of newspapers are constantly being sought by progressive editors and publishers. Methods of securing greater accuracy and insuring fair play are also being developed by well-edited newspapers. Codes of ethics have been adopted in recent years by press associations in a number of states. All these forward steps, as well as many others, have resulted from the earnest effort of newspaper workers seeking to improve their newspapers and to advance their profession.

Conditions in newspaper making to-day are the outgrowth of the journalism of preceding generations. The changes that have produced these conditions are to a considerable extent the results of social, political, and economic forces. A brief survey of the development of newspaper editing and publishing, with special reference to present problems in journalism, will help to a better understanding of the function of the newspaper of to-day.

Growth of the Business Element. In the last hundred years in this country, the editing and the managing of newspapers have undergone a significant development. From being a comparatively simple undertaking, newspaper publishing has become a big, complex, highly organized enterprise. In 1835 it was possible for one man, James Gordon Bennett, Sr., to start the *New York Herald* with a cash capital of \$500, and to perform unaided the greater part of the work connected with its publication, for the owner-editor's duties ranged from editorial writing to keeping books, from gathering police news to making out bills, and from commenting on conditions in

Wall Street to writing advertisements. The first instance of ownership of a newspaper by an incorporated stock company came ten years later when Horace Greeley and Thomas M'Elrath, editor and business manager respectively of the *New York Tribune*, decided to share their personal ownership of that paper with five assistant editors and with the five employees of the business and mechanical departments who had been connected with the *Tribune* for the longest time. Greeley, sympathetic with the idealistic communism of that period, hoped that this joint ownership plan would in time result in the "still further application of the general principle that the workman should be his own employer and director, and should receive the full reward of his labor." The amount raised by this stock company, \$100,000, was considered at that time a very large sum to be devoted to newspaper publishing. When in 1851 Henry J. Raymond and his associates founded the *New York Times* as a rival to these existing papers, it was necessary to organize a stock company with a capital of \$100,000. How rapidly the conditions of newspaper making changed is shown by the fact that less than thirty years after the *New York Tribune* was incorporated with its shares at \$100 each, these shares sold for as much as \$10,000 each; in 1869, less than thirty-five years after the *New York Herald* began with \$500 cash capital, Bennett refused an offer of \$2,000,000 for his paper; and in 1876, twenty-five years after the *New York Times* was established, its shares, of an original par value of \$1,000, sold for \$15,000 each. Within the lifetime of two of these great editor-publishers newspaper making had become a big business enterprise.

Newspapers Require Large Capital. During the last quarter of a century the amount of capital required for success in newspaper publishing has been further increased by the need for huge presses, many linotypes and other

type-casting machines, and more elaborate stereotyping apparatus, as well as for better news service, new special features, and more numerous illustrations. Expensive additions to the mechanical equipment and other exigencies often make it necessary for the newspaper company, like other business enterprises, to secure financial assistance by borrowing considerable sums from banks. Such has become the magnitude of the business side of the newspaper that ownership by stock companies is the rule to-day instead of the exception as it was in 1845. Not infrequently the majority of the stock of a newspaper is held by one man or in one family, and one person, often known as the publisher-owner, directs the publishing. In large cities the amount of capital required to establish and maintain a daily newspaper is so great that the publisher-owner must be a man of considerable wealth. Stock in newspaper companies, however, is not held exclusively by those directly connected with the paper. From the point of view of the stockholders of a newspaper company who are not directly connected with the newspaper and who are interested in it largely if not entirely as an investment, the important consideration is that the newspaper shall be profitable, that dividends shall be adequate and regular. In short, newspaper publishing has become a large business undertaking subject to the conditions of big business enterprises.

Increase in Advertising. Another important factor in newspaper publication, that has developed in the last twenty-five years almost step by step with the increased cost, has been the remarkable growth of newspaper advertising. With growing combination and competition in business, managers of great retail stores discovered that daily news of their establishments, in the form of description of new goods, bargains, and special prices and sales, was read by many with as much interest as other

kinds of news. Newspaper advertising of this kind has proved very profitable both to the advertiser and to the paper.

Half-page, full-page, and even two-page advertisements of department stores and other retail business concerns have necessitated an increase in the size of regular editions of daily papers from eight pages to twelve, sixteen, twenty-four, or thirty-six pages. The number of classified advertisements, such as "want ads," has also increased greatly within recent years. The large revenues from all forms of advertising have made it possible to give the reader a better paper as well as a bigger one, and at the same time to reduce the price generally from four or five cents to one, two, or three cents a copy. The reduction in price, in turn, has resulted in remarkable gains in circulation. Whereas a generation ago 50,000 copies daily was considered a very large circulation, we now have newspapers printing daily editions of from 150,000 to 700,000 copies. Thus, although the cost of producing the newspaper has constantly increased, the price to the reader has been reduced.

The result of these readjustments has been that from two-thirds to three-quarters of the cost of maintaining a newspaper comes from the advertising, and only from one-quarter to one-third from subscriptions and sales. This means that when a man buys a penny paper, he is buying for one cent what it costs three or four cents to produce, and that the difference between the cost and the price he pays is paid for by the advertisers.

Decline of Personal Journalism. Coincident with the change in the financial organization of newspapers, significant changes have taken place in the editing of them. Two generations ago the owner-editor who established a newspaper with a limited amount of capital, as Greeley did the *Tribune*, was the real head of his paper, who

expressed vigorously his own opinions in its editorial columns. Personal journalism, as the expression of the political, social, and economic beliefs of great editors, like Greeley, Bennett, Bowles, Raymond, Dana, and Godkin, was an important influence in American life. These men were recognized as leaders. The opinions set forth in their editorials were accepted by readers as significant contributions to the solution of current problems. In short, it was a period of great editorial leadership.

With the development of the telegraph, the telephone, and the railroad mail service, and with the expansion of the nation and its interests, the amount of news available for publication increased many fold. Distance, once a formidable obstacle to news gathering, practically ceased to exist when news could be flashed in a few minutes from one end of the world to the other. The news field was enlarged from the city and its suburbs to include the whole earth. The newspaper became truly a paper of news, a budget of facts, rather than a medium for expressing the editor's opinions. As a purveyor of the news, it increased in circulation and prosperity. With an ample supply of facts upon which to base their opinions, the readers no longer needed to accept opinions ready-made from the editor. With greater independence in thinking and in voting on the part of the reading public the editorial leadership of the newspapers declined. At present the three or four columns of editorials are relatively unimportant as compared with the ten or twelve pages of news. To-day the names of the editors are unknown to the majority of the readers. Company ownership has contributed toward minimizing the opportunities of personal editorship, until now it is said that personal journalism, in the old sense of the term, has all but ceased to exist in this country.

Wars Develop Newspapers. In the gathering of news

and in the effective presenting of it, the two most important influences have been the Civil War and the Spanish-American War. The great demand from readers of all classes for the latest reports from the front during the War of the Rebellion was a great stimulus to newspaper editors and publishers. The beginning of the present summary "lead," and of the long bulletin form of headline for news stories, is to be found in connection with the telegraph dispatches of war news. The advent of "yellow journalism," especially in New York City, coincided with the breaking-out of the Spanish-American War. Big headlines, and news displayed in larger type, served to advertise the latest reports, which the public eagerly sought. Banner heads in red and black, and large headlines two and three columns in width, that are now not uncommon in newspapers as a means of advertising the news, had their beginning in the Spanish-American War days. The World War led to the use of banner heads and larger headlines by many newspapers that had before that time avoided such striking devices for displaying news. Some papers since the war have continued with banners and larger heads.

The Growth of Cities. The growth in the population of cities has made possible large increases in newspaper circulation. New papers have not been established to meet this growth in population; existing papers, rather, have added to the number of their readers. Consolidation of papers in many cities has actually reduced the number of papers in these communities. The result has been that a few papers are to be found in all the large cities of the country rather than an ever-increasing number of small ones. In great centers of population, like New York and Chicago, the influx of foreign immigrants has also been a factor in the development of so-called "yellow journalism." With a limited knowledge of the English language and

of American institutions, this foreign element has been attracted by large, striking headlines, sensational news stories, diagrammatic illustrations, and well-displayed editorials, and has become a considerable part of the total number of readers of the "yellow journals."

The Development of Features. Hand in hand with the remarkable growth of advertising in newspapers has gone the development of important features in the editing of them. The success of department store advertisements, for example, depends to a considerable extent on the number of women readers. To secure and retain these readers, newspapers have, accordingly, developed a number of features primarily intended for women. Fashion news, cooking and household recipes, discussions of etiquette, articles on health and beauty, advice in affairs of the heart, society news, reports of women's clubs, and similar subjects have been given greater space from year to year because of the constantly growing importance of women readers as a factor in the business success of the newspaper.

The increase in the amount of advertising has made possible also the expansion, in size and scope, of the Sunday paper. Special articles, fiction, humor, and illustrations in black and colors, fill special supplements, and magazine sections. In fact, aside from the news sections, the reading matter in Sunday newspapers has become practically identical in character with that of the popular weekly and monthly magazines.

Reading matter the primary purpose of which is entertainment rather than information has always had a place in daily papers. Despite the great increase in the amount of news available, this kind of material has not been crowded out. The daily short story, a chapter of a serial novel, feature articles, humor in verse and prose, and similar forms of entertaining reading matter are a recog-

nized part of every issue of many newspapers in all parts of the country.

The perfecting of photo-engraving processes, by which half-tone illustrations and zinc etchings can be made rapidly at relatively small cost, has added another important feature to the newspaper. Photographs of persons, places, and events that appear in the day's news are now quickly reproduced by the newspaper half-tone. Cartoons printed by means of zinc etchings occupy a prominent place in many papers. Rotogravure sections have added to the attractiveness of Sunday editions.

Tabloid illustrated daily newspapers, modeled on those of London, have proved successful recently in several large cities, as a new type of feature paper.

Aims of the Newspaper. The present-day newspaper, as a result of this evolution, undertakes to accomplish five ends: (1) to furnish news, (2) to interpret the news and to discuss current issues, (3) to give useful information and practical advice, (4) to supply entertaining reading matter, and (5) to serve as an advertising medium. The primary purpose of the newspaper is undoubtedly to furnish news and editorial discussions; the secondary one, to supply useful information and entertaining reading matter. These results, however, can be accomplished with the present small cost to the reader only by reason of the fact that the newspaper is a valuable purveyor of advertising publicity.

The space and prominence given to non-news features designed to entertain, particularly by evening papers, has tended to limit the amount of space available for news. It has even been asserted that, since the same news is usually available to all papers published in the same city, non-news features that entertain or give practical advice and useful information constitute the distinctive, circulation-building part of each paper. Thus the secondary

function has taken on considerable importance as a means of securing and holding readers.

The interrelation between the advertising matter and the other contents of the newspaper is a vital one. The value of newspaper advertisements is determined by the number and the character of the persons who read the "ads," that is, by the circulation of the newspaper. The circulation, in turn, depends on the amount and the character of the news and other features of the newspaper. Increases in circulation make possible higher advertising rates, and higher rates produce larger revenues from advertisements. The greater income received from advertising and circulation is generally used to increase and improve the reading matter. Decreases in advertising revenues usually mean retrenchment in expenses and a reduction of reading matter. If this reduction in news and other features of the newspaper is marked, the paper will lose readers. Advertising, circulation, and the character of the contents of a newspaper are thus closely bound up with one another.

Recognition of Its Public Function. That in its primary purpose of furnishing the news of the day, with an interpretation of it and a discussion of current issues, the newspaper is a public institution, has been recognized from earliest times both in this country and abroad. Although the American newspaper has at all times been a private enterprise, its public function has always been emphasized. In guaranteeing the freedom of the press, the framers of the first amendments to the Constitution realized that it is necessary in a democracy to have full information and free discussion on all questions, social, economic, and political. They believed as did Milton when he wrote, in his great defense of liberty of the press addressed to the English Parliament at the very dawn of English journalism, "Where there is much desire to learn, there of necessity

must be much arguing, much writing, many opinions, for opinion in good men is but knowledge in the making."

The responsibility of the press to the public has been repeatedly emphasized. In condemning the appointment of editors to public office as a means of securing their support, Daniel Webster, in 1832, declared: "In popular governments, a free press is the most important of all agents and instruments. The conductors of the press, in popular governments, occupy a place in the social and political system of highest consequence. They wear the character of public instructors."

That the newspapers are the teachers of the people has been reiterated on the platform, in the pulpit, and in the newspapers themselves. Wendell Phillips, over a generation ago, in speaking of the importance of newspapers in this country, said: "It is a momentous, yes, a fearful truth, that millions have no literature, no schools, almost no pulpit but the press. It is parent, school, college, pulpit, theater, example, counselor, all in one. Let me make the newspapers, and I care not who makes the religion or the laws."

The Function of Newspapers in a Democracy. To accept this generally recognized function of the newspaper as the distributor of information on all the varied subjects presented in the day's news, is to give the newspaper a place of great responsibility in a democracy like ours. If we consider only its news-distributing function and disregard editorial influence, the place of the newspaper is still a vital one, for the success of a democratic form of government depends upon intelligent action by the individual voter. Such voting must be based upon accurate information concerning all important events of the day — events of a social, commercial, and industrial significance, as well as those of political import — because many of the important questions upon which the voter should cast an

intelligent ballot concern economic and social problems rather than purely political ones. Practically the only source of information for the average voter concerning local, national, and international events, is the newspaper.

The rapidly increasing tendency of citizens in voting to disregard party affiliations, and the growing tendency to submit important questions to popular vote, require that citizens have accurate information on a great variety of subjects to enable them to vote intelligently on men and issues. Any influence that tends to affect the accuracy of statements concerning current events thereby tends to affect the basis underlying the opinions of the voters. Upon the accuracy of the newspapers in matters of news, therefore, depends to a great extent the character of our government. Without sound public opinion democracy must inevitably fail.

Limitations on Accuracy and Completeness. Absolute accuracy in gathering and presenting the news is subject to human limitations. Seldom do two eye-witnesses from whom the reporter gets information agree in their accounts of what happened. The reporter must judge of the value of the testimony of each witness, and must make up a composite account of these different narratives, containing the truth as he sees it. The copy-reader, in editing the reporter's story, frequently finds it necessary to cut it down considerably because of the importance of other news. Again the accuracy of the report may be affected by reason of this "boiling down." The headline writer, working under strict limitations of space, may modify the impression produced upon the reader by the original story. Even on the mechanical side the accuracy of the news may be affected by a careless compositor or proof-reader. The rapidity with which all the processes of newspaper making are performed greatly increases the possibility of error.

The personal equation, for which allowance is made in all scientific and technical work, enters into every part of the process of newspaper making, from the gathering and writing of the news by the reporter, through the editing and the writing of a headline, to the compositor, proof-reader, and make-up man. The chances of printing inaccurate statements under such conditions may be reduced to a minimum only by the exercise of the greatest possible care on the part of all those concerned in the rapid production of newspapers, but mistakes of this type can never be entirely eliminated.

Failure to give a complete report of the day's news is due in part to the amount of news available. Inasmuch as the average newspaper in a large city receives daily from two to three times as much news as it can publish, it is necessary for editors to select from the available news, and to decide quickly which news is the most important for their readers. The fact that this news comes in by mail, telephone, and telegraph, as well as from reporters, at intervals throughout the day and the night, makes it impossible for the editors to judge with absolute accuracy of the relative value of each piece of news as it is received. Consequently news values are constantly being readjusted as each important piece of news reaches the office. In the final decision as to what news shall be printed, what shall be omitted, and how much space shall be given to each piece of news, the personal judgment of the editors is the determining factor.

Besides inaccuracy and incompleteness in presenting the news of the day due to the personal judgment of those responsible for the making of the newspaper, other forms of suppression or distortion of news are to be found in newspaper publishing due to the influence of various forces. It is to these influences that peculiar significance attaches from the point of view of the ethics of newspaper pub-

lishing, because in such cases the incomplete and inaccurate presentation of the news is deliberate.

Some Sinister Influences. The forces that make for the suppression and the "coloring" of news, critics of newspapers assert, as well as for the restriction of editorial independence, are the result of the changes in business and editorial management during the last seventy-five years. The charge is made that too many newspapers are "edited from the counting-room." Business interests, it is said, particularly those of advertisers, influence directly or indirectly news stories and editorials. Observing the success of propaganda furnished to the press by government agencies during the World War, "big business," it has been asserted, is trying to shape public opinion through publicity material sent to papers in the guise of news.

Because of stock company ownership and the absence of editorial management by men known to the public, as were the editors in the days of personal journalism, wealthy men or corporations, it is charged, have been able quietly to buy up the stock of some newspapers and through hired editors, of whom in these days the public knows nothing, to direct secretly the news and editorial policies for personal advantage.

Some banks, these critics declare, have refused loans to newspapers the policies of which were inimical to the interests largely represented among the stockholders or the customers of the banks; and when loans have been made to newspapers by other banks, such indebtedness has sometimes been used to prevent the newspapers from maintaining or adopting policies hostile to their interests.

So-called "yellow journalism," critics of newspapers point out, furnishes another example of the commercializing of the press, because, in order to increase their circulation and profits, the publishers of "yellow" journals pander to their readers' cravings for the sensational.

A number of newspapers have published advertisements of fraudulent and questionable enterprises because of the additional revenues to be obtained from this source.

Whether these charges are true of a number of newspapers or of only a few, the existence of these conditions and the possibility of these dangers make the subject one of vital importance not only to newspaper men but to every citizen of the country.

Suppression of News. If, for example, owners of retail stores request newspapers in which they advertise to suppress all news of elevator accidents in their stores because such news hurts their business, the newspaper publishers might consent to this suppression on the ground that it is more important to retain the good will and patronage of these advertisers than to give their readers the news of the accidents. The very existence of the paper, they may argue, depends upon these advertisers, and, after all, newspapers give their readers the accounts of so many other accidents that those concerning elevators in department stores will never be missed. This seems to be a logical argument for omitting news of this kind, but when the results of such suppression are traced, the action, it is realized, is unjustifiable. In the first place, elevator accidents are often due to carelessness and haste on the part of passengers, and newspaper accounts of them accordingly serve to warn many people to be more careful. Thus the publication of the news helps to prevent accidents. Again, the accidents may be due in part to the employment of young, inexperienced, or careless operators. When it is proposed to correct these difficulties by a local ordinance or by a state law providing that elevator operators must be over eighteen years of age and must be licensed as competent, the importance of passing such a regulation is more evident to the average voter if he knows of the frequency of such accidents. The suppression of

news of these accidents would deprive most citizens of knowledge upon which to base an opinion as to the need of laws governing elevator operators.

The business interests of some cities, it is said, have urged newspapers to suppress the news of epidemics or threatened epidemics of such diseases as typhoid fever, smallpox, and even bubonic plague, because reports of the presence of these diseases in a city keep away travelers and hurt business. At first glance this plea might seem a just one, and records show that it has been successful in a number of instances. But the question inevitably arises, Has not the tourist, the buyer, and every one else who is planning to go to that particular city a right to know of the health conditions that prevail there, in order to decide whether he wishes to expose himself to the possibility of sickness and death? Again, Has not every citizen and voter of the city a right to know of these conditions, not only that he may protect himself and his family, but that he with other citizens and voters may remedy the conditions responsible for the epidemic and may provide for stamping it out?

Reformers in some cities have declared that local newspapers have refused to give publicity to campaigns against graft and vice because the exposure of such conditions, the publishers said, would reflect on the reputation of the city and would hurt business. Others have said that newspapers have reported and upheld investigations of municipal corruption as long as those affected by such exposure were persons of little influence or importance in the community, and that as soon as more important business interests were threatened by the investigations, the attitude of the newspapers changed completely. The question to consider is, Should the business interests of the city be paramount to the welfare of all the people? The vital questions for editors to decide must be, Are newspa-

pers in such cases doing their duty as distributors of complete and accurate reports of the news of the day? Are they not morally responsible when they fail to perform this duty?

"Coloring" the News. The so-called "coloring" or "shading" of news is in the same category as the suppression of news. It is possible to change the facts more or less completely so that a story not only is incomplete but produces a false impression on the mind of the reader. The sin is then no longer one of omission; it becomes one of commission. To belittle the campaign of the opposing political party, newspapers have misrepresented the size of the political meetings, the enthusiasm of the audiences, the arguments of the speakers, and in general, the success of the efforts to win votes. Candidates, likewise, have been assailed and misrepresented in news stories. In economic disturbances, such as strikes and lockouts, some newspapers have given their readers colored reports by "playing up" the disorder of the strikers, their threats of violence, and their unreasonableness in refusing terms of settlement. Other newspapers, representing the labor interests, have printed "shaded" reports to show that employers have treated their men unjustly, that the militiamen have been brutal, and officers of the law unfair to strikers.

Newspaper editors and publishers, in these and other instances, often maintain that they only print what their readers want. The questions involved, therefore, are, Do readers want unbiased news reports of the events of the day, or do they prefer to have them "colored" or "shaded" to favor the side in which they as a class are interested? Does the business man who takes a conservative, well-edited newspaper want news stories written to suit his point of view? Does the workingman who buys the Socialist daily or the labor union daily want his news

"shaded" to favor the cause of labor? In the case of a strike in which business or manufacturing interests are involved, do employers and employees want the actual facts as an unprejudiced reporter sees them? If readers do want "colored" news in such cases, are editors justified in departing from the truth in order to satisfy them?

Some men of wealth and some big business corporations have undoubtedly bought existing newspapers or have established new ones, secretly or openly, with the evident intention of using news and editorial columns to advance their own interests. Ambition to secure political office or power has obviously been the purpose of some of these men. Creation of public opinion favorable to their business interests has undoubtedly been the aim of other men and of corporations. Suppression of unfavorable news, and the "coloring" of other news to make it more favorable, as well as editorial argument and comment, are the means used to accomplish these ends. In one notorious example in a large city in the Middle West, reporters and editors were furnished with a list of certain business enterprises that were not to be mentioned in any unfavorable connection in the news, because the owner of the paper was financially interested in these enterprises.

The practice of large business corporations of employing former newspaper writers as publicity men to furnish the press with information in the form of news favorable to the business interests involved, has undoubtedly grown as a result of the success achieved by propaganda during the World War. Since propaganda and publicity matter in the guise of news present only one side, they are to be classed with "colored" news.

Although men and corporations have a right to present their side of any case through the medium of the newspapers, and although there may be no valid objection to the ownership or control of newspapers by men with

political ambitions or by corporations, it is plain that such ownership and control are fraught with danger to public welfare by reason of the public opinion thus created.

Making News "Yellow." "Yellow journalism," it is conceded, has been developed largely by furnishing the readers with sensational phases of the day's events. In order to make the everyday news seem more startling, large headlines with bold-face type printed in black and red have blazoned forth the striking facts of the news. Sensational news stories of all kinds have constantly been "played up" prominently. When the facts were not particularly unusual or striking, they have been "colored" to seem so. This "sensationalizing" of the news has been the result of an effort to attract large numbers of readers and by enlarging circulation to increase profits. The effect on the readers of this giving over of a large part of the news columns to sensational news, and this "coloring" of news to make it more sensational, is, of course, to give them a distorted idea of current events. To what extent this distorted view of life affects the relation of these readers to society is the question to be determined in analyzing the effects of "yellow journalism."

Censorship and Propaganda. The governments of some countries, even in times of peace, have tried by censorship to keep unfavorable news from the press, and have colored news to suit their purposes. Only by unusual efforts have resourceful correspondents and editors been able to secure the truth for their papers. Moreover, newspapers have found it necessary to scrutinize carefully all news emanating from some official sources. Thus, even governments themselves have sought to influence public opinion through the suppression and the coloring of news.

Four Causes. The four principal reasons for suppressed or colored news, as we have seen, are: (1) the

desire of the owners of the newspaper to use it to advance their own private interests or those of their party or faction; (2) the influence of advertisers and other business interests that wish to protect their own enterprises; (3) the effort to make the news more attractive and sensational than it really is in order to gain readers; (4) governmental censorship and propaganda.

Effects of Adulterated News. Whatever may be the reason for the "coloring" or the suppression of news, the effect of this distortion or suppression upon the opinions and the votes of citizens is a matter of sufficient importance to the general public to warrant careful consideration, not only by citizens but by newspaper men themselves. If, as has been shown, the social and political interests of the community are vitally affected by news furnished in the newspapers, publishers cannot claim that the purpose of the newspapers is to sell as many copies as possible, to get as much advertising as possible, and to give the people what they want to read, rather than to furnish their readers with a record of the interesting and significant activities of the day, as complete and accurate as it can be made. Like common carriers, such as railroads, the newspapers have a public function as well as the private one of making money, and that public function is to furnish news, the commodity in which they deal, in a complete and accurate form.

News adulterated and "colored" is as harmful to the opinions of newspaper readers as impure and poisonous food is to their physical constitutions. Before pure food legislation prohibited adulterating, coloring, and misbranding of foods, the buyer was at the mercy of the unscrupulous manufacturer, just as the newspaper reader is at the mercy of the unscrupulous newspaper maker. Although public sentiment has demanded laws to prevent impure food, it has not yet insisted that its food for

thought be furnished unadulterated. A generation ago government regulation of railroad rates, foodstuffs, and the conduct of business would have been regarded as unjustifiable interference with personal liberty. To-day any government interference with newspapers is considered as an attack on the freedom of the press. Is it not possible that the next generation may see every newspaper of this country compelled by public opinion, if not by legislation, to give complete, unbiased reports of all events of general interest? In view of governmental censorship and propaganda, may it not be necessary to demand additional guarantees, national and international, for the freedom of the press to secure and publish the truth?

Questionable Advertisements. As an advertising medium, the newspaper also has an obligation to the community. By giving widespread publicity in their advertising columns to fraudulent investment schemes, dangerous patent nostrums, disreputable medical practitioners, and other objectionable matter, some newspapers, doubtless unintentionally, have aided in grossly deceiving and seriously injuring the reading public that they claimed to serve. For such practices the excuse has been offered that the business of the newspaper is to sell advertising space to any one who will buy it, and that it is not the business of advertising managers and publishers to investigate the truthfulness or moral character of the advertisements that they publish. Realization by newspapers of the fact that by printing objectionable advertising they may cause great harm to their readers has led many of them to reject entirely all forms of questionable advertisement, even though to do so has, in some instances, cut off annually from \$50,000 to \$200,000 of possible revenue.

Honesty in Journalism. The discussion of these various undesirable tendencies in newspaper making, and the

presentation of these criticisms of some newspapers, do not imply that most newspaper editors and publishers have subordinated public welfare to private gain, or that most of them have permitted sinister external influences to affect their news and editorial policies. Neither is it to be assumed that these questionable methods are necessary for business success in newspaper publishing. There are many notable examples of honest, independent newspapers that have enjoyed marked financial success. In fact, a careful survey of the whole country would doubtless show that few newspapers that have continued to juggle with the truth in news and editorials have been permanently successful in making money or in keeping the confidence of their readers. Lincoln's words are as true of newspapers as of politicians, "You can fool all the people some of the time, and some of the people all of the time, but you cannot fool all of the people all of the time."

The stronger a newspaper grows because of the size and the character of its circulation, and because of the money value of the good will thus acquired, the more independent it becomes of the external influences that may seek to modify its news and editorial policy. Unless such papers are maintained to represent special business or political interests, well-established papers with adequate capital behind them are not likely to be affected by the demands of advertisers or other outside forces. Strong, independent newspapers can publish the facts in the news and can print editorial comments without fear or favor.

Unfortunately the rapidly increasing cost of newspaper production has reduced the margin of profit in newspaper publishing to a point where the loss of any considerable amount of advertising or other support means financial failure. Under such circumstances, some publishers have yielded to pressure from various interests and have made concessions which doubtless they would not have done

if they had been in positions of greater financial independence. A few editors and publishers have simply regarded newspaper making as an enterprise in no wise different from business and politics, and have accepted the less commendable standards resulting from competition in business and rivalry in politics. Whatever explanation is offered for deliberate failure to give newspaper readers the truth, it must not be regarded as condoning the offense, however great or slight.

The Reporter and His Problems. The student of journalism should know the conditions as they exist, so that he may face the problems squarely and choose deliberately the course that he desires to pursue. Too often reporters, editors, or publishers have not weighed fully the ultimate effects produced by suppressing or "coloring" the news. It is only by full consideration of the public function of the newspaper as a factor in the social and political life of the community that the true significance of dealing lightly with the truth as a crime against society is revealed in unmistakable colors.

Although the news policy of the newspaper is determined by those above him in authority, the reporter must decide his own attitude toward that policy. If he finds that he cannot conscientiously accept the ideas and ideals of his superiors because these do not conform to his own standards of truth and honesty, he must look for a position on a paper that does conform to those standards. A man cannot retain his self-respect if he undertakes to do work that he believes to be false or dishonest.

On any newspaper, however, the reporter finds himself confronted with various problems that involve the public function of the newspaper. He may be requested by an acquaintance, or by some person with whom his work brings him into contact, to suppress, as a whole or in part, a piece of news that it falls to his lot to report, or to

"shade" it in their favor. Men and women threatened with exposure or disgrace because of one wrong step, will plead with him to spare them and their families by suppressing the news of their downfall. In all such cases the reporter will do well to refer the request to his superiors and to avoid promising to suppress any news. Older and more experienced newspaper men in positions of authority on the paper are usually better able to judge of the desirability of yielding to requests and pleas of this kind than is the young reporter.

How "Faking" does Harm. In collecting and presenting facts the reporter should make every reasonable effort to have them as complete and accurate as possible. He is not justified in defending his failure to get and present the truth and the whole truth on the ground that as long as a story is interesting it makes little difference whether or not it is entirely true.

The first temptation to depart from the truth not infrequently comes in an apparently innocent form. In the absence of real news, or in an effort to show his cleverness, the reporter takes some trivial incident and, by amplifying it with humorous but imaginary details, makes of it an amusing little feature story. Such stories often seem quite harmless in their effects on the readers or on the persons mentioned in the stories. Instances are on record, however, of persons who have committed suicide because their acquaintances bantered them about the ridiculous, fictitious situations in which they had been portrayed in such newspaper stories. The reporter must remember that the persons who play a part in his stories are human beings with feelings, and that to hold them up before thousands of readers in a ridiculous situation may cause them much suffering. But besides any effect it may have on particular individuals, this embroidering of the truth with fictitious fancies, even when it does not deceive the reader in the

least, tends to form in the reporter the habit of embellishing all his stories with imaginary details. Thus it becomes the first step in so-called "faking."

Newspaper "faking" often appeals to the young reporter as clever and commendable, particularly when he hears older newspaper men tell stories of successful "fakes." The "cub" may even hear his humorous little feature story praised for its cleverness by his superiors who know that it is largely imaginary. If he does not stop to consider, he may consciously or unconsciously decide that fiction makes better news than truth, and may proceed to write his stories accordingly. Encouraged by some other newspaper man's account of a similar exploit, he "fakes" an interview when he fails to get one that has been assigned to him. His "fake" interview may deceive the city editor, and when printed may not be repudiated by the man falsely quoted. Although apparently a success from the reporter's point of view, the "fake" story injures him more than he realizes, for it dulls his moral sense, makes less keen his appreciation of the difference between truth and falsehood. If his superiors discover the deception, they lose confidence in his reliability and may discharge him at once. If his identity is known to the victim of the "fake," the reporter loses that man's respect and often makes him an enemy, from whom he cannot hope to secure news in the future. In fact, "faking" is another term for "lying," and the reporter guilty of it deserves to be called by the "short and ugly word."

Furthermore, every "fake," whether it deceives few or many, lowers both the newspaper that publishes it and newspapers generally in the estimation of all who know that it is false. Stories recognized by the reader as untrue, either as a whole or in part, shake his confidence in the truth of all newspaper reports and lead him to discount all

the news that he reads. Thus the value of the press as a source of reliable information is seriously impaired. "It's only a newspaper story," as a euphemism for "It's untrue," expresses the all too common attitude of readers who doubt the accuracy of the press. From whatever point of view "faking" is regarded, therefore, it is indefensible. It hurts the guilty writer; it hurts the victim of "the fake"; it hurts the newspaper that publishes it; it hurts journalism generally.

The Dangers of Inaccuracy. Inaccuracy due to carelessness or failure to verify facts is less reprehensible because not deliberate, but it is nevertheless a form of misrepresentation that in its results may be as bad as "faking." An error made by a reporter in the initials or spelling of the name of a person charged with some crime has often injured an innocent man or woman whose name happened to be the same as the incorrect form of the real criminal's name. In one instance, a firm spent hundreds of dollars in sending out letters contradicting an erroneous newspaper report of its failure, the error having been due to the reporter's carelessness in confusing the solvent firm with an insolvent one engaged in the same business and having the same name except for different initials. In such cases the newspaper is put in an embarrassing position by its careless reporter, and is compelled to make a public retraction of his mistake. Even if he is not discharged, he is not likely thereafter to be entrusted with important assignments, and everything that he does will be carefully scrutinized until he has established a reputation for accuracy.

If reporters and correspondents remember that every story they write not only affects themselves, their newspapers, and the persons they write about, but also contributes toward forming the readers' opinions, they will consider carefully whether or not they can afford to permit

haste and carelessness to impair the completeness and accuracy of their work. Although they are at the foot of the journalistic ladder when they begin their work, reporters and correspondents should realize that upon the character of their work in gathering and writing the news depend, to some extent, at least, the opinions of the citizens and voters who read their paper.

How Editors Determine the News Policy. The editors of the news, by determining what shall be printed and how it shall be printed, naturally have greater responsibility for the general character of the newspaper than have the reporters. The editor's failure to verify facts in the work of reporters and correspondents means that any errors in such work receive his approval, and he thereby becomes responsible for them. The results of faithful, accurate reporting, on the other hand, may be entirely destroyed by the editor's efforts to make the news more striking and sensational. By their instructions to reporters, correspondents, and copy-readers, editors directly determine the character of the newspaper. When an editor tells a reporter, a rewrite man, or a copy-reader to play up a certain "feature" in a news story, he determines to a considerable extent what the effect of that piece of news will be upon the readers. By cutting out important details, by shifting the emphasis from one particular to another, by inserting a word here and there, editors and copy-readers may completely alter the impression made by the news. The size and character of the headline given a story produce quite as great an impression on the reader as the story itself. Headlines have played no small part in so-called "yellow journalism." All that has been said of the importance of giving readers complete and accurate news reports, and of the evils growing out of suppressing or distorting the news, applies quite as much to editors and copy-readers as it does to reporters and correspondents.

The Newspaper Worker's Problem. A vital question for every one engaged in newspaper writing or editing is whether or not he will obey the orders of his superiors when these orders do not square with his own standards of truth and right. The reporter must decide the question when the city editor gives him his instructions; the city editor must decide when the managing editor directs him in his work; the managing editor must decide when the owners announce to him their policy for the paper. Then it is that every newspaper worker is brought face to face with the problems of present-day newspaper making. Then it is that these problems cease to be general questions for discussion and become a personal matter that each newspaper worker must decide for himself. When it becomes a personal question to him, its solution does not always seem so easy as when it is a general problem, because to disobey the orders of his superiors usually means to lose his position.

This question, however, is not peculiar to the newspaper profession. The problem is not unlike that which confronts men engaged in every kind of business or professional work. Every business man, every lawyer, every physician finds himself called upon again and again to settle for himself the same ethical question. Competition in business not infrequently leads to questionable practices for getting the better of business rivals, employees, or customers; and it is repeatedly necessary for men in business positions of all grades to determine whether or not they will carry out their employers' policies when these do not agree with their own standards of right and wrong. Lawyers and physicians in their struggle to build up a practice are tempted to resort to methods condemned as unethical by the standards of their profession, or in the offices of established practitioners they find practices in use which do not harmonize with their own ethical ideals.

The members of the older professions of law and medicine have, through their state and national organizations, directly or indirectly regulated the conditions of admission to practice, and have established codes of professional ethics. Such regulation, reinforced by government legislation, has tended to maintain better professional and ethical standards than would be possible without it.

The Journalist's Responsibility. Lacking a national organization of daily newspaper writers and editors, with affiliated county and state societies, like the American Bar Association and the American Medical Association, journalism has established no requirements for admission to the profession, nor has it adopted any code of professional ethics. Only within the last twenty years have schools and departments of journalism been provided to give young men and women systematic professional preparation for newspaper work. The recent organization of a national society of editors of large daily papers, the adoption of codes of ethics by several state press associations, and the rapid growth of instruction in journalism in colleges and universities throughout the country, all indicate that journalism is assuming a more definite professional status. Every newspaper worker owes it to himself and to his profession to support movements to improve the status of journalism.

Many of the desirable improvements in the newspaper cannot be successfully achieved until the average level of education and intelligence of readers is raised. Nor can the newspaper accomplish its function of supplying the basis of sound public opinion unless citizens are willing to devote enough time and thought to newspaper reading to inform themselves thoroughly. Hence every movement to develop more intelligent, better-informed citizens deserves the newspaper worker's heartiest support.

Popular criticism of the press should not be resented by

newspaper men. When it is unwarranted, it is often due to honest misunderstanding of the conditions of newspaper editing and publishing. The duty of journalists is to dissipate mistaken ideas about themselves and their work. When criticism is deserved, they should seek to profit by it. Suggestions for improvement that come from outside the newspaper office may be as valuable as those that come from within it. Open-mindedness must characterize every good newspaper man.

In all these matters the responsibility of the college-trained journalist is great. It is the duty of those who have enjoyed the advantages of professional training for journalism to maintain the highest ideals in their work and to aid in the establishment of the highest standards in the profession. Knowledge of the truth carries with it the responsibility for making the truth prevail. *Noblesse oblige* is as true of the privilege of knowledge as it ever was of the privilege of rank.

SUGGESTIONS

1. Remember that whatever you write is read by thousands.
2. Don't forget that your story or headline helps to influence public opinion.
3. Realize that every mistake you make hurts some one.
4. Don't embroider facts with fancy; "truth is stranger than fiction."
5. Don't try to make cleverness a substitute for truth.
6. Remember that faking is lying.
7. Refer all requests to "keep it out of the paper" to those higher in authority.
8. Stand firmly for what your conscience tells you is right.
9. Sacrifice your position, if need be, rather than your principles.
10. See the bright side of life; don't be pessimistic or cynical.
11. Devote some time and effort to advancing the profession to which you belong.
12. Seek to know the truth and endeavor to make the truth prevail.

APPENDIX

STYLE SHEET

THE following style sheet was prepared some years ago for the use of students in the Course in Journalism at the University of Wisconsin, as a means of familiarizing them with the details of newspaper style and of insuring uniformity in their writing and editing. It is reprinted here to indicate some of the points covered in a brief style book.

CAPITALIZATION

CAPITALIZE:

1. All proper nouns, months, days of the week; but not the seasons.
2. Principal words in the titles of books, plays, lectures, pictures, toasts, etc., including the initial "A" or "The": "The Man from Home."
3. Titles denoting official position, rank, or occupation, when they precede a proper noun: President Harding, Judge John R. Holt (but John R. Holt, judge of the circuit court). Avoid long, awkward titles before a name, such as State Superintendent of Public Property Harrison.
4. Distinguishing parts of names of associations, societies, leagues, companies, roads, lines, and incorporated bodies: Louisiana State university, First National bank, Union Trust company, Northwestern line, Epworth Methodist church, First Wisconsin volunteers.
5. Common nouns when they precede the distinguishing parts in names of associations, societies, companies, etc.: University of Wisconsin, Association of Collegiate Churches, Bank of Wisconsin.
6. Only proper noun in geographical names, except when the common noun precedes: Rock river, Fox lake; but Lake Michigan, Gulf of Mexico.
7. Only the distinguishing parts of names of streets, avenues, boulevards, university and other buildings, hotels, theatres, stations, wards, districts, counties, etc.: Pinckney street, Northwestern station, South hall, Grand hotel, Third ward, Second district.
8. Schools, colleges, and other main divisions of a university, but not departments: College of Agriculture, Law school; but department of astronomy.
9. Names of all religious denominations, and nouns and pronouns of the deity.
10. Names of all political parties: Republican, Bolshevist, Socialist.
11. Sections of the country but not the points of the compass: the East, the Middle West; east, northwest.
12. Abbreviations of college degrees: M.A., LL.D., Ph.D.
13. Names of sections of a city and distinguishing parts of nicknames of states and cities: the East side, the Badger state, the Windy city.

14. Distinguishing parts of names of holidays: Fourth of July, New Year's day.
15. Names of all races and nationalities: Indians, Caucasian, Negro.
16. Nicknames of athletic clubs and teams: the White Sox, the Gophers.
17. Avoid all capitalization not absolutely necessary.

DO NOT CAPITALIZE:

18. Names of national, state, and city bodies, buildings, officers, boards, etc.: congress, senate, assembly, department of justice, tax commission, budget committee, postoffice, city hall, common council, capital.
19. Points of the compass: east, northwest.
20. Common religious terms: bible, scriptures, gospels, heathen.
21. Names of school or college studies, except names of languages: biology, French.
22. Titles when they follow the name: Henry Wilson, professor of Greek.
23. Abbreviations of time of day: a.m., p.m., but 12 M.
24. Names of college classes: sophomore, senior.
25. College degrees when spelled out: bachelor of arts, but B.A., Ph.D.
26. Seasons of the year: spring, autumn.
27. Names of offices in list of officers as in election of officers: The new officers are: John C. Walter, president, etc.
28. The following nouns after a proper noun: street, avenue, boulevard, place, building, depot, hotel, station, theatre, ward, county, district, etc

PUNCTUATION

29. Omit period after "per cent" and after nicknames (Tom, Sam, Will).
30. Use a comma before "and" in a list: red, white, and blue.
31. Punctuate list of names with cities or states, after a colon thus: Messrs. Arnold Woll, Racine; R. G. Davitt, Beloit, etc. Punctuate list of names with offices, after a colon thus: J. S. Hall, president; Henry Brown, vice-president.
32. Use a colon after a statement introducing a direct quotation of one or more paragraphs, and begin a new paragraph for the quotation. Use a colon after "as follows."
33. Never use a colon after viz., to wit, namely, e.g., i.e., except when they end a paragraph. Use colon, dash, or semicolon before them and comma after them, thus: This is the man; to wit, the victim.
34. Do not use a comma between a man's name and "Jr." or "Sr."
35. Use an apostrophe with year of college classes: class of '87, John White '01.
36. Do not use a hyphen in "today" and "tomorrow."
37. Use a hyphen in compound numbers: thirty-two.
38. Use no apostrophe in making plural of figures: early '90s not '90's.
39. Use no apostrophe in such abbreviations as Frisco, varsity, phone, bus.
40. Use an em dash after a man's name placed at the beginning in a series of interviews: Henry Keith — I have nothing to say. (Use no quotation marks with this form.)

41. Don't use a comma in "6 feet 3 inches tall," "3 years 6 months old," 100-yard dash — Smith, first; Hanks, second. Time, 0:10 1-5.
42. In sporting news punctuate thus: Score: Wisconsin 8, Chicago 3.

QUOTATIONS

QUOTE:

43. All verbatim quotations when they are to be set in the same type and measure as the context, but not when they are to be in smaller type or narrower measure.
44. All testimony, conversation, and interviews given in direct form, except when name of speaker or, Q. and A., with a dash, precedes, as: John Keith — I have nothing to say. Q. — What is your name? A. — Oscar Brown.
45. Names of books, dramas, paintings, statuary, operas, songs, subjects of lectures, sermons, toasts, magazine articles, including the initial "A" or "The": "A Man Without a Country."
46. Nicknames used before surnames: "Al" Harris, Henry ("Slim") Hall, but avoid nicknames as far as possible.
47. Use single quotation marks for quotations within a quotation.
48. Use quotation marks at the beginning of each paragraph of a continuous quotation of several paragraphs, but at the end of the last paragraph only.

DO NOT QUOTE:

49. Names of characters in plays: Shylock in "The Merchant of Venice."
50. Names of newspapers or periodicals: the Springfield Republican.
51. Names of vessels, horses, dogs, and automobiles.

FIGURES

USE FIGURES FOR:

52. Numbers of 100 or over, except in the case of approximate numbers, as "about a hundred men."
53. Numbers under 100 only in the following cases:
54. Hours of the day: 7 p.m., at 8:30 this morning.
55. Days of the month omitting d, th, st: April 29, 1918; July 1.
56. Ages: He was 12 years old; 2-year-old James.
57. All dimensions, prices, degrees of temperature, per cents, dates, votes, times in races, etc.: 3 feet long, \$3 a yard, 78 degrees, 95 per cent.
58. All sums of money (with dollar mark or cents): \$24, \$5.06, 75 cents.
59. Street and room numbers: 1324 Grand avenue, 69 University hall.
60. When used in close connection with numbers over 100: 133 boys and 56 girls.
61. Do not begin a sentence with figures; supply a word or spell out.

ABBREVIATIONS

ABBREVIATE:

62. The following titles and no other, when they precede a name: Rev., Dr., Mr., Mrs., M., Mme., Mlle., Prof. (before a full name only; Prof. E. G. Hunt, but Professor Hunt), and military titles, except sergeant, corporal, and chaplain. Never write Pres. Harding or Vice-Pres. Coolidge, Sen. Jones.

63. Names of states, only when they follow names of cities: Madison, Wis. (but never "a citizen of Wis.").
64. "Number" before figures: No. 24.
65. Saint and Mount in proper names, but not Fort: St. John, but Fort Wayne.

DO NOT ABBREVIATE:

66. Railway, company, street, avenue, district, etc.: Chicago and Northwestern railway, State street, A. B. Hall company. (Railway and railroad may be abbreviated when initials are used: C., M. & St. P. Ry.)
67. Christian names like William, Charles, Thomas, John, Alexander.
68. The titles, congressman, senator, representative, president, secretary, treasurer, etc., preceding a name.
69. Names of months except in dates and date lines.
70. Years ('97 for 1897), except in referring to college classes, etc.
71. Christmas in the form of Xmas.
72. Per cent: 15 per cent (not 15%).
73. Cents: 75 cents (not 75cts. or 75c), except in market quotations.
74. Avoid colloquial abbreviations like "prof," "libe," "agrics".

DATES AND DATE LINES

75. In dates, write Jan. 12, 1914 (not the 12th of January, or 12 January).
76. Punctuate date lines thus: MADISON, Wis., Feb. 11. — Fire destroyed the, etc. Omit state after names of prominent cities. Abbreviate months of more than five letters. Omit year and d, st, th (after figures).
Begin the story immediately after dash and on same line.

ADDRESSES

77. Write addresses thus:
Frank D. Miles, 136 Gilman street. Hiram Swenk, Cuba City, Wis.
78. Omit "at" and "of" before address. Do not abbreviate or capitalize street, avenue, etc. Spell out numbered streets up to 100th.

TITLES

79. Always give initials or first names of persons the first time they appear in a story.
80. Never use only one initial; use both or first name: J. H. Ward, John H. Ward, or John Ward (not J. Ward). Do not use nicknames except in sporting news or in the form John ("Spike") Brown.
81. Never use Mr. with initials or first name: Mr. Ward (not Mr. John H. Ward).
82. Give first name of unmarried women not initials only: Miss Mary R. Snow (not Miss M. R. Snow).
83. Always use the title Miss before an unmarried woman's name and Mrs. before a married woman's.
84. Begin list of unmarried women with "Misses," and one of married women with "Mesdames," giving first name of unmarried women,

and husband's first name or initials with married women's names.
Begin lists of men's names with "Messrs."

85. Supply "the" before Rev.; supply Mr. if first name is omitted: the Rev. S. R. Hart, or the Rev. Mr. Hart (not Rev. S. R. Hart, the Rev. Hart, or Rev. Hart).
86. Write Mr. and Mrs. Arthur S. Miles (not Arthur S. Miles and wife).
87. Write Prof. and Mrs. Henry Wilton (not Mr. and Mrs. Prof. Henry Wilton).
88. Give the title professor only to members of faculty of professorial rank; use "Mr." when necessary with name of instructor or assistant.
89. Avoid long titles, such as Superintendent of Public Instruction Moore.
90. Never use the title "Honorable" or "Hon."

PREPARATION OF COPY

91. Write legibly; use a typewriter whenever possible.
92. Never write on both sides of the sheet.
93. Double space your typewritten and longhand copy.
94. Use 8½ x 11 soft white copy paper for all your work.
95. Begin your story about the middle of the first page.
96. Number sheets at the top of the page and enclose the number in a circle.
97. Put an end mark (#) at the close of every complete story.
98. Enclose all quotation marks in half circles.
99. Print all names in longhand copy.
100. Underscore "u's" and overscore "n's" in longhand copy.
101. Put abbreviated name of story with name of writer under it in upper left-hand corner of each sheet.

PARAGRAPHS

102. Indent each paragraph about two inches.
103. Remember that the length of paragraphs in newspapers does not normally exceed 100 words, and generally ranges from 25 to 75 words.
104. Put an important idea at the beginning of the first sentence of each paragraph.
105. Avoid beginning successive paragraphs with the same word, phrase, or construction.
106. Don't put important details in the last paragraph where they may be cut off in the make-up.
107. Make separate paragraphs of introductory statements like "He said in part," "The report follows," and end them with a colon.
108. Set off as a separate paragraph a direct quotation of more than one sentence without explanatory material, at the beginning of a story.

SENTENCES

109. Make evident the construction in every sentence so that the statement may be read rapidly.
110. Avoid choppy, disconnected short sentences.
111. Don't overload the first sentence of a summary lead, by crowding in unessential details.
112. Put an important idea at the beginning of every sentence.

WORDS

113. Avoid words that are likely to be unfamiliar to the average reader, unless you explain them in your story.
114. Don't use trite phrases.
115. Use superlatives sparingly.
116. Use slang only when circumstances demand it.
117. Find the one noun to express the idea, the one adjective, if necessary, to qualify it, and the one verb needed to give it life.
118. Use "men" and "women" in writing of university students, not "boys" and "girls."
119. Do not use "school" in writing of the university as a whole.

PROMPTNESS

Turn in all your work at or before the appointed time.
Be on time at every appointment.
Never put off till tomorrow getting in news that is new today.

ACCURACY

Remember that the truth and nothing but the truth, interestingly presented, makes the best news story.
Don't try to make cleverness a substitute for truth.
Don't forget that faking is lying.
Realize that every mistake you make hurts someone.
Remember that what you write for newspaper publication is read by thousands and helps to influence public opinion.
Verify all names, initials, addresses, etc.
Get all the news; don't stop with half of it.
Don't give rumors as facts.
Be fair and unbiased; give both sides of the case.
Don't misrepresent by playing up a statement that, taken from its context, is misleading.
Don't make the necessity for speed an excuse for carelessness and inaccuracy.

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